

Employee Campaign Coordinator's Checklist

PLAN

DUE DATE

- Meet with your with United Way representative and begin planning your campaign _/_/_
- Attend United Way's Employee Campaign Coordinator Training _/_/_
- Go to www.uwwec.org/ECCToolbox for ideas and sample materials _/_/_
- Secure CEO or senior management support _/_/_
- Establish campaign goals like dollar amount and participation percentage _/_/_
- Recruit and train your campaign team _/_/_

GEAR UP

- Establish a timeline for campaign activities _/_/_
- Being campaign promotion with posters and advance kickoff emails to staff _/_/_
- Send a letter from management to employees (samples available at www.uwwec.or/ECCToolbox) _/_/_
- Prepare your campaign materials _/_/_
- If applicable, update your online pledge site and/or website - consider adding United Way program information _/_/_

RUN

- Conduct a pacesetter campaign for leadership givers _/_/_
- Hand out pledge forms and/or email information about online giving to employees _/_/_
- Send follow-up emails every few day to keep up enthusiasm. Include updates, facts & success stories. Find example at www.uwwec.org _/_/_
- Hold meetings and fundraising events (examples: bake sale, a raffle, soup contest) _/_/_
- See more ideas at www.uwwec.org/ECCToolbox _/_/_
- Give employees the opportunity to learn more about United Way by coordinating speakers or volunteer activities _/_/_

CLOSE

- Send a reminder email that your campaign is concluding and pledge forms need to be submitted _/_/_
- Collect pledge forms _/_/_
- Submit contribution forms and final reports/date to your payroll department _/_/_
- Announce campaign results to your employees _/_/_
- Thank employees with a celebration event, letters, email, etc _/_/_
- Thank your campaign team, leadership ship contributors and other special groups _/_/_
- Gather feedback fna notes for next year _/_/_
- Choose and Employee Campaign Coordinator, set next year's kickoff date, and provide this information to your United Way representative. _/_/_

ONGOING

Stay connected to the United of West Ellis COunty throughout the year! Find us at www.facebook.com/UWWECC, on Twitter at @UWELLISCounty and on Instagram @uwwec to stay up-to-date with our community impact, volunteer opportunities and networking events. Sign up for our newsletter and learn more about our work www.uwwec.org