

Sample Two-Week Campaign Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Start advertising campaign- let your workplace know the campaign is coming		ECC (& Leadership Chair) attend Campaign Training Workshop			
<u>Pre-Campaign</u>						
	Campaign Promotion: Promote upcoming events in your workplace	Train Canvassers	Leadership Presentation. Held 1-week prior to Kick-off to "set pace" and build momentum			
<u>Campaign</u> <i>Week 1</i>		Campaign kick-off! → Breakfast/lunch → Agency speaker → CEO remarks			Casual Day - Early bird draw for pledge forms collected	
Campaign Representatives personally deliver pledge packages and speak with each employee						
<i>Week 2</i>	Continue canvassing for the week			Campaign Events → Chili cook off → Bake sale → VIP parking spot raffle draw Collect pledge forms	Wrap-up Events Announcements and thank-you	
<u>Post-Campaign</u>		Collect last of the pledge forms -follow up with employees who were away		Submit pledge cards and event dollars to United Way. Don't forget required copies to your payroll department		

Kick-offs are best scheduled for Tuesday, Wednesday or Thursday to attract as many employees as possible and so as not interfere with flex days.

Sample Workplace critical path

		Activity	To be completed	
PLAN			By When	By Whom
	Learn about United Way	Agency Tours		
		Agency Speakers		
		UW staff partner/materials		
	Build your team	Identify committee structure		
		Committee Recruitment		
		Committee Meeting/Training		
		Leadership Chair		
	Analyze & set goals	Partnership analysis		
		Review history		
		Re-visit strategies and goals		
		Areas of potential - retirees/new hires/leaders/friends		
	Develop a campaign & leadership plan	Kickoff & touchdown		
		Payroll Canvass:		
		Develop timeline - 2 week canvass		
		Recruit site coordinators		
		Recruit canvassers		
	Prepare	Preprint pledge cards		
		Endorsement from CEO/unions if applicable		
		Package materials		
	Develop a promotion plan	Agency Speakers		
		Canvasser training		
EXECUTE	Promote	Emails, posters, intranet, notice boards		
	Kickoff event	Barbecue/ Event/ Dress down...		
		Agency speaker		
		Promotion of kickoff		
	Canvass	Canvassing by shift and department		
		Retiree canvass		
		Leadership canvass		
		New Hires		
	Special Events	Special Events		
		Decide which to keep		
		Timeline events so they don't interfere with canvassing time		
	Manage & Monitor	System/procedure to collect envelopes		
		Tracking of employees to be canvassed		
		Follow up with canvassers/team leaders		
WRAP-UP				
	Thank everyone	Thank committee		
		Thank canvassers		
		Announce results - thank donors		
	Evaluate results	Compare results to goal		
	Follow & share results	Follow up with employees who were away Communicate final results		