
Campaign Timeline Example

The following is an example of a 5-8 day campaign. Campaigns can be one day or two weeks, depending on your company's best fit. Ask your United Way staff person to help you create a timeline right for you.

Example Timeline for One Week Campaign:

Two weeks before campaign kickoff event:

- Meet with United Way (UW) two weeks in advance to plan your campaign and set goals.
- Meet with your CEO to get endorsement of the campaign/goals. Discuss budget, activities, raffle prizes, etc.
- Secure a date and space for your kickoff presentation; determine the agenda including your CEO's remark, UW staff presentation and video, an agency representative, or employee testimonial.
- Secure raffle prizes.

One week before campaign kickoff event:

- Send email with important campaign dates of events and deadlines.
- Put United Way posters in all common areas.
- Secure food for event if possible.

Day before:

- Send reminder email about the event to all employees.
- Check to ensure equipment (if being used) is working properly.

Day 1: Kickoff Event/Meeting:

- Hold an employee event including UW staff, CEO, UW video, and serve food.
- Distribute the pledge forms and campaign brochures and encourage employees to turn them in at the close of the presentation.
- Raffle prizes to those who do at the close of the meeting.

Day 2:

- Send email 2 from sample communications "You can change the story".
- Begin tallying results for tracking.
- Visit each employee who was unable to attend the presentation to provide them an opportunity to review the information and donate.

Day 3:

- Send email 3 or 6 (depending on the length of your campaign) from sample communications "Will you change the story?" or "United Way Progress Report".
- Offer every employee who was not able to attend the presentation an opportunity to pledge.

Day 4:

- Send email 4 from sample communications "Be the author!"

Day 5:

- Send email 5 from sample communications "How can I change the story?"

Day 6:

- Send email 6 from sample communications "United Way Progress Report!"

Day 7-8:

- Contact any employee who has not been given the information and provide them an opportunity to review the information and donate.

- Collect pledges and tally results as you go.

Following Close of Campaign/Wrap-up (within three days of collecting forms):

- Hold your raffle drawing and announce prize winners.
- Send email 7 from sample communications “We did it!” to share results and announce raffle winners.
- Send thank you notes/emails to volunteers who help out with the campaign.
- Contact UW staff member to pick up the campaign envelop and discuss the successes.