

Sample Campaign Timeline



United Way
Alberta Capital Region

In our experience helping organizations manage their campaigns, we know that planning is the key to success. By following this sample timeline, you can make sure it all gets done!

→ 6 Weeks Before Campaign Kick-Off

- Meet with CEO or Senior Manager to enlist help in championing the campaign
 - Understand company's philanthropic goals and how United Way supports mission
 - Determine involvement of company leaders and secure time on their calendars
- Encourage them to send a letter to the entire company endorsing the campaign
- Ask them to host or speak at a campaign kick-off or other event
- Establish a Campaign Committee
- Set date for kick-off event



→ 4 Weeks Before Kick-Off

- Hold first Campaign Committee Meeting
- Review last year's campaign results by department with your Campaign Representative
- Analyze potential for current campaign; set goals
- Develop/discuss campaign tactics and timing by department or company structure)
- Obtain complete list of employees from Human Resources
- Create fun incentives and giveaway programs to encourage giving; secure prizes
- Develop publicity and education programs to inform colleagues about United Way impact
- Begin preparing details of kick-off event
- Schedule a Day of Caring to take place during Campaign. Your United Way Campaign manager can help you organize these!

→ 2 Weeks Before Kick-Off

- Recruit Campaign Ambassadors, and work with your United Way Campaign Manager to:
 - Plan Ambassador training
- Order campaign supplies and promotional brochures, posters, and pledge forms from your United Way Campaign Manager

→ 1 Week Before Kick-Off

- Educate employees about United Way of the Alberta Capital Region
- Include United Way messaging on company intranet and newsletters
- Provide link on your home page to www.myunitedway.ca
- Post United Way posters
- Email daily success story with photo to highlight the impact of Giving, Advocating, and Volunteering
- Launch campaign promotions with CEO letter, email, or voice mail to all employees and campaign incentives via internal communications, like email or posters
- Conduct Day of Caring

→ Week Of Campaign

- Hold an organization-wide kick-off event to build enthusiasm for the campaign
- Be sure to include company leadership, a speaker and/or United Way campaign video's (can loop YouTube United Way video clips in cafeteria or lobby)
- Encourage 100% participation
- Distribute pledging tool to employees
- Confirm that Campaign Ambassadors have had a chance to speak with all employees
- Follow up with past contributors who have not responded immediately after kick-off
- Email new success story each morning, or an interesting fact
- Email photos of employees from Days of Caring and other engagement activities
- Report progress to all employees and be sure to keep your Campaign Manager and/or Loaned Representative



→ Week Of Campaign Close

- Determine final results and report to Management
- Announce total company amount raised to employees and share facts about lives changed with this investment
- Conduct final recap meeting with Campaign Ambassadors and Campaign Manager/Loaned Rep
- Send Thank You Letters/Emails to contributors
- Thank You Letter from Senior Management to recognize contributors
- Submit final results to your United Way Campaign Manager, which include total dollars raised, participation rate, and total donors

→ Campaign Wrap Up

- Write evaluation/recommendations for Management and next year's Campaign Coordinator
- Obtain evaluations and personally thank Ambassadors and other significant organizers
- Select Coordinator for next year's campaign
- Nominate appropriate volunteers for United Way Awards of Distinction
- Contact United Way Campaign Manager to conduct and facilitate a campaign debrief session

→ Post Campaign

- Hold "thank you" events
- Work with your United Way Campaign Manager to develop a year round communications plan to inform donors about how their investment creates a better tomorrow for all
- Share stories throughout the year of how "change starts here"
- Consider rotating Campaign Chairs every two years so that there is experience on the organizing committee each year
- Consider approaching your Campaign Manager regarding how your company can support the Loaned Representative Program

