CAMPAIGN CHECKLIST

☐ Determine the dates for you campaign and set fundraising and/or participation goals.

☐ Meet with your United Way Relationship Manager to create new strategies for your campaign.

☐ Utilize a campaign team to help with communication, special events and fundraising.

☐ Coordinate campaign messaging and develop a timeline for company-wide distribution.

☐ Implement a Day of Impact, either onsite, offsite or virtually to demonstrate the impact of United Way.

☐ Host a general employee kickoff event with company leadership in attendance or as speakers.

☐ Host employee education meetings and events throughout the campaign.

☐ Share progress toward your goals throughout the campaign.

☐ Announce and celebrate your results.

☐ Thank your donors and campaign team members for their support.

United Way

United Way of Henderson County