

United.

CAMPAIGN CHECKLIST

LIVE UNITED

- MEET** with your CEO to discuss their vision for the campaign.
- EXPLORE** resources in the Campaign Toolkit at uwsme.org/campaign.
- DEVELOP** a campaign plan including dates, goals, etc. [See Campaign Timeline](#).
- RECRUIT** a committee to help plan and coordinate the campaign.
- PLAN** to participate in the United We CAN Food Drive + Can Sculpture Contest.
- KICKOFF** your campaign and run an informative, exciting time-limited campaign.
- MAINTAIN** enthusiasm and momentum by sending frequent emails. Start by sharing a [United Way impact video](#) to demonstrate the impact of their support.
- ORGANIZE** and invite co-workers to participate in one of our many [Engagement Guide](#) activities.
- INFORM** your CEO on campaign performance midway.
- WORK** with your [United Way Corporate Engagement Manager](#) and/or Loaned Executive to ensure the successful achievement of your goal.
- ANNOUNCE** your results to your organization — and your customers!
- THANK** your donors and committee volunteers.

YOUR UNITED WAY CORPORATE ENGAGEMENT MANAGER IS READY TO ASSIST YOU AT ANY TIME!

Visit uwsme.org/campaign for engagement activities and sample emails you can personalize and send.



United Way of
Southern Maine