

UNITED IS THE WAY™



CAMPAIGN CHECKLIST

- ☐ **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 and goals. [See Campaign Timeline](#) for ideas!
- ☐ **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 workplace campaign!
- ☐ **MAINTAIN** enthusiasm and momentum by sending regular communications.
- ☐ **HAVE** United Way staff host a Surviving as ALICE activity at your workplace.
- ☐ **ORGANIZE** and invite co-workers to participate in a fun activity. Check out our Campaign Event Idea Guide to get inspired.
- ☐ **INFORM** your CEO on campaign performance midway.
- ☐ **WORK** with your [United Way Corporate Engagement Manager](#) and/or Loaned Executive to meet your fundraising goal.
- ☐ **ANNOUNCE** your results to your organization!
- ☐ **THANK** your donors and committee volunteers.

HERE TO HELP

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

Visit uwsme.org/campaign for engagement activities, sample emails, impact stories, United Way apparel, and more.

