

SAMPLE CAMPAIGN TIMELINES



PLANNING PHASE (4-5 WEEKS OUT)

CREATE A PLAN AND TIMELINE THAT WORKS FOR YOU.

Meet with your CEO to discuss the campaign goal and schedule the campaign date.



Recruit champions to use their passion to bring co-workers together in fun, new ways.

ONE WEEK CAMPAIGN

KICK OFF YOUR UNITED WAY CAMPAIGN AND DON'T LOSE MOMENTUM!

Kick off your campaign with colleagues by sharing your goals and having a little fun, then follow up with a [kickoff email and link to pledge](#).



Share a United Way [impact story](#) so your colleagues can see the impact of their support.



Provide campaign progress update and a link to the [community report](#).



Thank colleagues and let them know they have one more day to pledge.



Announce your results to your organization. Encourage year-round support!

TWO WEEK CAMPAIGN

ADD THESE IDEAS TO YOUR CAMPAIGN TIMELINE.

Encourage colleagues to take action with a volunteer activity, or share a [value of a \\$1 poster](#).



Invite employees to participate in a fun, impactful event!

The most successful campaigns maintain enthusiasm by sending frequent emails and offering [ways to engage](#). View the [campaign toolkit](#) for more resources!



UNITED WAY
Southern Maine