



Hopeful

FOR A THRIVING SOUTHERN MAINE

TWO UNITED WAYS JOIN TOGETHER FOR GREATER IMPACT.



United Way
of Southern Maine

Hopeful artist Charlie Hewitt in his Portland Maine studio.

CAMPAIGN CHECK LIST

LIVE UNITED

- MEET** with your CEO to discuss his/her vision for the campaign.
- ATTEND** an Employee Campaign Manager (ECM) Think Tank Session.
- DEVELOP** a campaign plan including dates, goals, etc.
- RECRUIT** a committee to help plan and coordinate the campaign.
- PLAN** for the community campaign kick-off and United We CAN food drive at Wayside Food Programs on September 17.
- KICKOFF** your campaign and run an informative, exciting time-limited campaign.
- MAINTAIN** enthusiasm and momentum by sending frequent emails. Start by inviting your colleagues to take a ride on the virtual bus to see your United Way donation in action!
- INVITE** co-workers opportunities to learn more by sharing a virtual engagement, immerse themselves in a closer look on poverty in Southern Maine or view an impact story featuring United Way community partners.
- INFORM** your CEO on campaign performance midway.
- WORK** with your United Way Relationship Manager 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 RELATIONSHIP MANAGER IS READY TO ASSIST YOU AT ANY TIME!

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