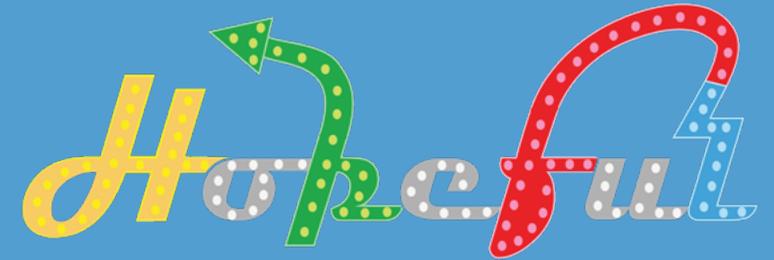


# SAMPLE 1-WEEK CAMPAIGN TIMELINE



## PLAN

Create a plan and timeline that works for you.

PLAN:  
4-5 WEEKS OUT

**Meet** 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, virtual ways.

## WEEK 1

Kick off your United Way campaign and don't lose momentum\*!

KEEP MOMENTUM:  
#HOPEFUL\*

**Announce** your results to your organization. Encourage all-year engagement!

**Kick off** your campaign with colleagues (don't forget your [Zoom background](#)) by sharing your goals and having a little fun, then follow up with a [kickoff email and link to pledge](#).

**Share** the Hopeful campaign video and share what you are Hopeful for on your social and at @uwsme. Use #MyHopeful.

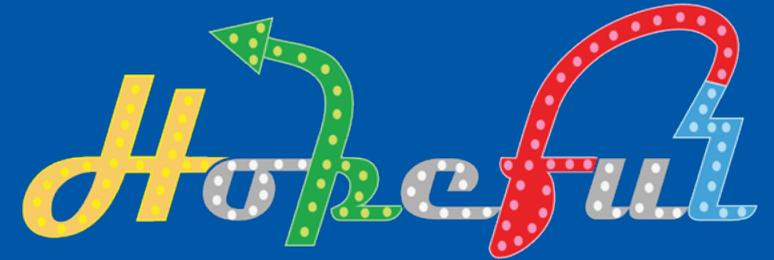
**Offer** colleagues to take a ride on the [virtual bus](#) to see their United Way donation in action!

**Provide** campaign progress update and a link to a [United Way impact story](#).

\* **MAINTAIN** enthusiasm by sending frequent emails and offering ways to [engage](#). View the [workplace toolkit](#) for more resources!



# SAMPLE 2-WEEK CAMPAIGN TIMELINE



## WEEK 1

Use these ideas to create your timeline, and kick off your United Way campaign.

PLAN:  
4-5 WEEKS OUT

**Meet** 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, virtual ways.

**Kick off** your campaign with colleagues (don't forget your [Zoom background](#)) by sharing your goals and having a little fun, then follow up with a [kickoff email](#) and [link to pledge](#).

**Share** the Hopeful campaign video and share what you are Hopeful for on your social and at @uwsme. Use #ShareYourHopeful.

**Invite** employees to join in a little [engagement](#) fun!

## WEEK 2

Don't lose momentum! Create a plan that works for you, and celebrate your team and contributions.

KEEP MOMENTUM:  
#HOPEFUL\*

**Provide** campaign progress update and a link to a United Way funded [partner story](#).

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

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

**Announce** your results to your organization. Encourage all-year engagement!

\* **MAINTAIN** enthusiasm by sending frequent emails and offering ways to [engage](#). View the [workplace toolkit](#) for more resources!

