

# 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](https://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** for the community campaign event September 15 at Thompson's Point!
- 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 Relationship 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 RELATIONSHIP MANAGER IS READY TO ASSIST YOU AT ANY TIME!**

Visit [uwsme.org/campaign](https://uwsme.org/campaign) for virtual engagement activities and sample emails you can personalize and send.