

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 ways.

WEEK 1

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

KEEP MOMENTUM*

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

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 video](#) 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.

* **MAINTAIN** enthusiasm by sending frequent emails and offering ways to [engage](#). View the [campaign 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 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 video](#) so your colleagues can see the impact of their support.

Invite employees to participate in a fun, impactful event!

WEEK 2

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

KEEP MOMENTUM*

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

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 year-round support!

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