



United Way
of the Eastern Panhandle, Inc.

CAMPAIGN TIMETABLE

CAMPAIGN BEGINS ON _____ ENDS ON _____

GET STARTED ON YOUR CAMPAIGN

PROJECTED COMPLETION DATES

- Review last year's campaign
- Consult with your United Way of the Eastern Panhandle Representative
- Visit a United Way Agency
- Recruit Campaign Team
- Establish dates for key campaign activities
- Plan an agency tour for your campaign team
- Train your campaign team to solicit

PLAN IT OUT

- Set campaign objectives and goals
- Brainstorm and plan kickoff and presentations
- Select educational tools and resources
- Choose solicitation strategy
- Recruit solicitors
- Conduct solicitor training
- Plan an agency tour for solicitors

RUN

- Begin campaign publicity
- Hold your campaign kickoff
- Send letter for CEO endorsing United Way of the Eastern Panhandle
- Conduct key executive solicitation
- Check on campaign progress at regular intervals
- Make mid-campaign report to your United Way Representative

WRAP UP YOUR CAMPAIGN

Report final campaign results to United Way
of the Eastern Panhandle, your CEO, top
management

Announce final results to fellow employees

Send thank-you letters to all employees and CEO

Thank and recognize your campaign team

Evaluate the campaign and take notes for next year

Implement a New Hires program

Implement a Retiree Solicitation program

Develop a year-round communications program

Celebrate!
