

# 1.5

## CAMPAIGN PLAN AND TIMELINE



### 12-weeks

- ❑ Plan your campaign with United Way. Determine start and end dates, map out any events and set your fundraising goals.
- ❑ Review the comprehensive United Way of Frederick County online toolkit so you know all the resources available to you. If anything you want is missing, contact United Way staff.
- ❑ Look over notes from past campaigns (if available) or meet with previous ECCs to review challenges and successes.
- ❑ Recruit campaign team members.
- ❑ Brief senior leadership.

### 10-weeks

- ❑ Finalize your organization's campaign team.
- ❑ Begin regular communication with United Way team and schedule meetings as needed.

### 8-weeks

- ❑ Finalize your United Way giving platform. (MobileCause, pledge forms, or internal).
- ❑ Develop a campaign theme and calendar of events.
- ❑ Plan and recruit volunteers for volunteer opportunities.
- ❑ Begin planning any special events associated with the campaign (kickoff, conclusion, raffle, etc.).

### 6-weeks

- ❑ Develop an internal communication plan for your campaign, making sure to check out United Way's online toolkit for templates and other materials.
- ❑ Finalize locations and plans for volunteer opportunities.
- ❑ Let United Way staff know if you would like someone to help tell the United Way story during your campaign. You will have a video success story available to show also.

### 4-weeks

- ❑ Look over sample talking points on what United Way does in the Frederick community to build your presentation for the kickoff. Check our online toolkit for downloadable slides.
- ❑ Try to find coworkers or someone close to your organization that has been effected by United Way. This could be a person who has benefited from services in some way or even someone whose outlook changed after a United Way volunteer opportunity. People relate to their peers. Don't be afraid to ask if someone has a story to share.
- ❑ Practice your presentation to colleagues so you are ready to tell the United Way story.

### 2-weeks

- ❑ Send "preview" email about campaign kickoff and how employees can give.

### LAUNCH!

- ❑ Host kick-off event for all employees.
- ❑ Throughout your campaign, make sure you are asking for your coworkers to pledge their gift to United Way. People won't give unless you ask!
- ❑ Send initial pledge email and make sure you have a timeline to send reminders throughout the campaign.
- ❑ Remind your team of your campaign goal and set check-ins to discuss progress throughout the campaign.
- ❑ Continue sharing about why to give, with help from the United Way team. We will be sending regular communication for you to pull stories and ideas from.