



United Way
of the Brazos Valley

United Way Campaign Timeline

Pre-campaign: NOW

Goal Dates

- Visit with your LE about your company's campaign. _____
- Review campaign history; learn about United Way. _____
- Determine, with your LE or United Way, the best way to run campaign within your organization _____
- Build a campaign team in your company with the assistance of supervisory personnel in each location _____
- Meet with your company head or manager to secure his/her support and to discuss plans for the campaign _____
- Promote the campaign in newsletters and e-mails _____
- Hold a meeting with all your team Champions to discuss your plans _____
- Attend the campaign coordinator training _____ **DONE!**
- Schedule 15-minute employee presentations during staff meetings, or other already-existing meetings. Invite your company head to attend these meetings and make some comments regarding his/her support of United Way. _____
- Work with the LE to reserve agency speakers and provide agency Information _____
- Receive all campaign materials from the LE _____

During campaign: September 1 (ish) – November 30 (ish)

- Get employees excited about the campaign _____
 - Put up posters
 - Promote the campaign participation goal
- Host employee meetings _____
 - Utilize team Champions to conduct meetings for different areas within your organization
 - Distribute pledge forms and brochures during meetings
 - Present facts about the campaign
 - Invite the LE or United Way staff to provide information and answer questions
 - Utilize agency speakers and agency brochures
 - Ask employees to give through payroll deduction
 - Collect pledge forms and give a deadline for those who wish to discuss giving with their families

- **Follow up with absentees by conducting one-on-one meetings with those who missed the employee meeting**

- **Stay in touch with the LE and United Way staff to report partial results and campaign progress**

Post-campaign: Within two weeks following your campaign

- **Tabulate results**

 - **Return partial results to LE throughout your campaign; final results as quickly as possible.**
 - **Ensure that all pledge forms are completed correctly.**
 - **Complete the report envelope, making certain that the amount you submit balances to the information reported**
 - **Copy completed report envelope for your records so that you have an accurate accounting of this year's campaign**
- **Evaluate your organization's campaign strengths and areas for improvement**

- **Make campaign recommendations for next year's coordinator**

- **Deliver payroll deduction forms to your payroll office to be received by no later than two weeks after your campaign closes**

- **Post and/or announce final campaign results and thank your donors**

 - **Arrange for a letter to be sent from your company's head to thank employees for their contributions**
 - **Feature results of the campaign and thank campaign volunteers in your newsletter or other company communications**