

CAMPAIGN CHECKLIST



UNITED WAY
Norman

Plan Your Campaign	Target Date	✓
Attend United Way Coordinator Training		
Review the previous campaign's performance, determine opportunities and challenges		
Meet with your CEO, determine your participation and monetary goals, incentives for giving and get his/her personal endorsement.		
Recruit a Campaign Team (if necessary)		
Train team/Assign tasks		
Develop a Leadership Giving Campaign		
Plan Campaign Kickoff		
Schedule/Announce Campaign Kickoff		
Arrange for Agency Speaker with United Way of Norman staff		
Send reminder about Campaign Kickoff		
Ensure you have all Campaign Supplies		
Execute Your Campaign		
Hold Kickoff Event with a United Way speaker and video		
Make sure every employee receives a pledge card and has the opportunity to give		
Establish deadline for pledge cards/ePledge		
Conduct special events, fundraisers and other activities		
Share photos of employees participating in events through internal channels and social media. Make sure to tag United Way of Norman!		
Report campaign progress to employees and United Way		
Finalize Your Campaign		
Collect pledges, calculate results and submit campaign envelopes to United Way staff. Follow up with any regular donors who did not pledge		
Announce final results to employees		
Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way representative.		
Live United All Year		
Attend Day of Caring		
Attend Celebrity Sing		
Attend other United Way of Norman Events		
Offer New Hires a chance to give		
Offer Retirees a chance to continue giving		



WE'RE HERE TO HELP!

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