

STEPS TO SUCCESS

When setting a date for your campaign kick-off, choose a time you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal considerations in mind. Then, plan your timeline.

6 WEEKS BEFORE

Involve your CEO and company leadership. Recruit and train your team, especially floor/building/department captains. Sign up for Campaign Planning Workshops. Begin to brainstorm.

4 WEEKS BEFORE

Have your 1st campaign committee meeting to develop and organize your plans.

1-2 WEEKS BEFORE

Promote and publicize your campaign. Utilize existing meetings and United Way's communications and promotional materials.

KICK-OFF WEEK

Hold a kick-off event that showcases a Community Voice speaker and incorporates fun activities.

MID-CAMPAIGN

Follow up with employees and report results of campaign so far. Hold last week blast / push to meet goal.

END OF CAMPAIGN

Celebrate success with a Thank You Event that recognizes new supporters and loyal contributors.

POST-CAMPAIGN

Continue to engage your network of supporters and get a jump on planning next year's campaign. Make sure employees get signed up for the United Way e-newsletter to know how their investments are impacting Hall County.