

PLANNING

Attend an Employee Campaign Coordinator (ECC) training. You'll:

- Review this year's workplace campaign materials.
- Discuss fundraising and gaming strategies.
- Learn about workplace campaign closeout processes.

Day and time: Noon on Aug. 8 or Sept. 19.

Meet with your Local Company Leader (LCL). You'll:

- Secure their buy-in and support for the workplace campaign.
- Help them schedule a kickoff email and conclusion email.
- Confirm their commitment to thank your workplace campaign supporters.
- Discuss prizes and incentives.

Day and time: _____.

Meet with your United Way philanthropy representative. You'll:

- Plan your workplace campaign.
- Set up or update your ePledge site.
- Discuss your questions and ideas.

Day and time: _____.

RUNNING

Launch your workplace campaign to support United Way.

- Announce ahead of time when your workplace campaign will be run.
- Make the kickoff fun and exciting for all your workplace employees.
- Find ways for everyone to participate in the kickoff regardless of location.

Day and time: _____.

Host activities and provide incentives. Consider the following:

- Conduct fundraising events.
- Offer contests.
- Plan lunch gatherings.
- Give out swag.
- Volunteer in your community.

We will _____.

We will _____.

Conclude your workplace campaign. You'll:

- Announce your successes.
- Celebrate those who participated.
- Gather pledge forms and UWA items.

Day and time: _____.

CLOSING OUT

Meet with your United Way philanthropy representative again. You'll:

- Deliver any United Way materials you have remaining.
- Debrief what worked well and what could be done differently.
- Fill out your closeout and payroll deduction forms with our help.

Day and time: _____.

Thank your workplace campaign supporters. Consider the following:

- Initiate your appreciation recognition within a week after the campaign concludes.
- Remind your LCL to acknowledge their contributions internally.
- Host a luncheon, provide a day-off or supply a gift for supporters.

Day and time: _____.

We will _____.

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