

SAMPLE 2-DAY CAMPAIGN PLAN

ITEM	RESOURCE	ASSIGNED	DUE
PLANNING 1-2 WEEKS PRIOR			
Secure a committee member from each department for your keyworker team. Train everyone together!	UW Website UW Staff		
Assign Tasks. Example: solicit department members or organize special events.	UW Website		
Let employees know the dates of the campaign, and hang UW posters throughout the office.			
Ensure the "100% Ask" by giving all employees a pledge form and asking them to give to United Way.			
Secure a United Way speaker for presentations. Make sure everyone is invited, and ask the CEO to say a few words. Also, find out which areas your organization is most passionate about. Kids? Homelessness?			
Send an email to staff informing them about the upcoming campaign.			

DAY BEFORE CAMPAIGN KICKS OFF

Send an email from CEO to all staff reminding of them of campaign festivities the next day.			
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CAMPAIGN DAY

	Campaign Day 1	Campaign Day 2
Morning	<ul style="list-style-type: none"> - Collect money for jeans day - Host United Way speaker - Send out reminder for afternoon rally 	<ul style="list-style-type: none"> - Host a staff breakfast as a campaign party - Have committee members send a thank you to all the people in their department who helped
Afternoon	<ul style="list-style-type: none"> - Hold rally for staff including: passing out pledge forms, UW speaker, drawing, and CEO speech - Send follow up to all attendees saying thank you for coming and a reminder of the deadline for pledge forms 	<ul style="list-style-type: none"> - Send final reminder about pledge forms and have a United Way presentation fact quiz and drawing for a winner.

AFTER CAMPAIGN

- Inform United Way when pledges are ready for pick up
- Send an email from CEO to all staff thanking them