

SAMPLE 5-DAY CAMPAIGN PLAN

ITEM	RESOURCE	ASSIGNED	DUE
PLANNING 3-4 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 posters throughout the office. You can get these from your UW staff or LAM.			
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, ask your UW staff or LAM to set up a volunteer project for your staff to do together.			
Send an email to staff informing them about the upcoming campaign.			
Begin planning your Leadership Campaign. Check the ECC Toolbox for ideas.			
TWO DAYS PRIOR TO CAMPAIGN BEGINNING			
Send an email from CEO reminding everyone about the upcoming campaign and its activities.			
DAY BEFORE CAMPAIGN KICKS OFF			
Bring your team together to nail down the final details of 100% ASK and put together special event details.			

CAMPAIGN DAY 1

Host a Kick Off breakfast <input type="checkbox"/> CEO speech <input type="checkbox"/> United Way speaker <input type="checkbox"/> Reminder of week's activities Pass out drawing tickets for those who attend	Begin department meetings <input type="checkbox"/> Pass out pledge forms Encourage people to turn in pledge forms same day for drawing
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CAMPAIGN DAY 2

<ul style="list-style-type: none">- Participate in a volunteer project- Continue department meetings

CAMPAIGN DAY 3

<ul style="list-style-type: none">- Have massage therapists give chair massages for a fundraiser- Post photos and comments from yesterday's volunteer project in an email or on the company intranet- Continue department meetings- Hold "early bird" drawing for those who have already turned in their pledge form

CAMPAIGN DAY 4

<ul style="list-style-type: none">- Email campaign update including how much was raised so far- Hold cubicle/office mini-golf tournament- Finish all department presentations

CAMPAIGN DAY 5

<ul style="list-style-type: none">- Collect money for Jeans day- Host potluck lunch, announce prize winners and celebrate campaign!- Collect and tally all pledge forms

AFTER CAMPAIGN

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