

PLANNING YOUR EMPLOYEE GIVING CAMPAIGN

Thank you for partnering with United Way! This is a suggested timeline and checklist for Campaign Leaders as you plan your employee campaign.

3-4 MONTHS BEFORE CAMPAIGN

- United Way may reach out to you to help us schedule a Campaign CEO visit before your campaign. A United Way board member will visit your CEO or leadership to discuss how they can support the campaign.

2-3 MONTHS BEFORE CAMPAIGN

- Meet with United Way staff to discuss the plan for your campaign.
- Recruit your campaign committee or department representatives.
- Plan your kick-off event, campaign dates, and thank yous for donors.
- Plan activities and incentives.

1 MONTH BEFORE CAMPAIGN

- Schedule a leadership/ managers meeting to introduce the campaign.
- Create your communication plan to share information about the campaign with your employees.
- Work with United Way to gather stories, photos, or videos for your communications.
- Schedule group presentations with a United Way representative.

1-2 WEEKS BEFORE CAMPAIGN

- Confirm your website for collecting payroll deduction sign-ups is up to date.
- Pick up United Way pledge forms or handouts, if needed.

DURING CAMPAIGN

- Ask all employees to give during group meetings and/or email communication.
- Share United Way videos and stories as you remind employees to donate.
- Keep the hype going by offering incentives and updating the team on progress towards your goal.
- Take photos at your campaign events and tag @unitedwayuc. United Way can also spotlight your team on social media!

AFTER CAMPAIGN

- Confirm payroll deduction sign-ups and totals with United Way. If cash, checks, or paper pledge forms were collected, arrange a time to review.
- Share the results and thank employees for donating.
- Ensure payroll deduction sign-up information is sent to your company's payroll staff.
- Meet with your committee to review the results and evaluate your plans for next year.

YEARROUND PARTNERSHIPS

- Invite new hires to sign up for payroll donations during employee orientation.
- Mark your calendars for Day or Caring and Sub For Santa.
- Stay connected with United Way for service opportunities and updates on how your donations support our community.

