

Campaign Advocate Timeline

4-5 weeks before the campaign

- _____ Meet with your CEO
- _____ Talk with previous Campaign Advocate
- _____ Meet with your United Way contact
- _____ Recruit your campaign team
- _____ Analyze your past campaign
- _____ Develop a budget
- _____ Establish a corporate match

3-4 weeks before the campaign

- _____ Attend Campaign Advocate training
- _____ Train your committee members
- _____ Set your goals and objectives
- _____ Set dates/times and notify your United Way contact
- _____ Review all campaign resources
- _____ Plan your special events
- _____ Schedule United Way speaker for Meetings with your United Way contact

One week before campaign

- _____ Personalize pledge cards
- _____ Send out endorsement letters
- _____ Promote your campaign

Week of campaign

- _____ Confirm meeting location and time
- _____ Connect with United Way contact
- _____ Conduct special events
- _____ Hold employee meetings
- _____ Start meeting on time!
- _____ Introduce program/agenda
- _____ Show United Way campaign video
- _____ Acknowledge management/CEO support
- _____ Run retiree campaign

1-2 weeks after the campaign

- _____ Follow up on pledge forms
- _____ Report results promptly to United Way
- _____ Report results internally
- _____ Say thank you
- _____ Analyze your campaign with your team
- _____ Recruit next campaign advocate

Year round

Your United Way contact can help you:

- _____ Start a year-round communication program
- _____ Implement New Hires program
- _____ Participate in United Way events
- _____ Take employees on agency tours
- _____ Identify & utilize employee testimonials