

# United Way Campaign Best Practice Checklist



- \_\_\_\_\_ Meet with CEO to Secure Top Management Support
- \_\_\_\_\_ Recruit Campaign Team
- \_\_\_\_\_ Attend Campaign Advocate Training
- \_\_\_\_\_ Train Campaign Committee Members
- \_\_\_\_\_ Analyze Past Campaign Results
- \_\_\_\_\_ Meet with United Way Campaign Consultant to Set Goals
- \_\_\_\_\_ Plan Theme, Special Events and Incentives for Added Fun and Excitement
- \_\_\_\_\_ Promote, Educate and Publicize Campaign
- \_\_\_\_\_ Schedule Employee and LIG Campaign Meetings
- \_\_\_\_\_ Schedule Speakers
- \_\_\_\_\_ Personalize Pledge Forms
- \_\_\_\_\_ Hold Employee Meetings
- \_\_\_\_\_ Follow-Up on Pledge Forms
- \_\_\_\_\_ Report Results to United Way and Internally to Employees
- \_\_\_\_\_ Thank Employees and Committee Members
- \_\_\_\_\_ Provide Year-Round Communication with Your Co-Workers
- \_\_\_\_\_ Promote United Way with a New Hire, Retiree and Young Professionals Program

Visit [www.unitedwayhelps.org](http://www.unitedwayhelps.org) for more ideas when running your campaign!

**Give. Advocate. Volunteer.**

**LIVEUNITED**