

Sample Campaign Coordinator Timeline

Task	Target Date	Completed Date	Assigned To
Pre-Campaign			
Attend Campaign Coordinator Training in August			
Review materials and learn about United Way			
Set meeting with United Way representative (60 days prior to campaign)			
Meet with Upper Management to obtain endorsement			
Recruit Campaign Committee members			
Review last year's campaign with committee			
Set goal with committee and/or CEO			
Develop campaign plan (Dates, events, promotions, incentives, etc.)			
Set Date for United Way Presentation			
Assign Tasks to committee			
Campaign			
Send Campaign Kickoff email (from Coordinator or CEO)			
Implement Campaign Plan – distribute pledge forms and Campaign Materials			
Promote Campaign (Kickoff, Special Events, hang posters, e-mail, newsletters, incentives)			
Hold presentation by United Way			
Send reminders about campaign events, incentives, and deadlines			
Send regular progress reports to employees			
Follow up with individuals who have yet to turn in pledge forms			
Post-Campaign			
Collect pledge forms from employees			
Contact United Way representative to pick up pledges and envelope			
Take care of any corporate contributions or matches on employee giving			
Thank employees and campaign volunteers			
Host a debrief meeting with campaign committee			
Celebrate success!			