

United Way of Buffalo & Erie County 2007 Key Dates & Campaign Checklist

Key Dates

August 15	Day of Caring
October 31	2007 Community Campaign results due
Oct 1- Dec 15	United Way Challenge

BEFORE THE CAMPAIGN

- Visit uwbec.org & familiarize yourself with the "Campaign Tool Kit"
- Mark your calendar with key dates
- Attend one of the Campaign Coordinator trainings offered by the UW
- Study your organization's previous campaign results
- Consider a demo of our online pledging tool to eliminate paper forms
- Recruit a steering committee with representatives from numerous departments/union/non-union/management
- Schedule & meet with your UW staff person (call 887-2704 if you do not know who your contact is)
- Review current "Best Practices" & effectiveness
- Identify new "Best Practices" that are not yet part of your organization's campaign
- Meet with CEO & Senior Management to discuss their involvement
- Set goals & strategies, kickoff & end dates
- Verify payroll deduction procedures
- Attend an agency tour with your campaign staff person

- Schedule staff presentations & request agency speakers
- Order campaign materials through your UW contact
- Hang posters, announce goals, & hold events in common areas
- Hold a kick-off event & announce your campaign goal

DURING THE CAMPAIGN

- Lead by example: make your own pledge & secure top management gifts first
- Distribute educational materials, send voice-mails, e-mails, or letters from CEO/top management
- Hold group presentations, show video, use an agency speaker
- Give ALL employees their pledge forms & ASK for their contribution
- Hold a *Leaders of Change* solicitation to all senior management

AFTER THE CAMPAIGN

- Review all paper pledge forms for completeness
- Copy all pledge forms for your payroll department
- Place all pledge forms into report envelope & call UW contact for a pick up
- Thank each employee who gave, no matter what the amount, via e-mail, payroll stuffer, voicemail, or letter
- Consider attending the United Way Community Campaign Celebration luncheon

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