

Campaign Checklist

Pre-Campaign

- ✓ Coordinate with United Way St. Croix Valley staff member to review previous year's employee giving and develop a campaign strategy. Meet with CEO and union representative (if applicable) to confirm commitment
 - A. Set up payroll deduction program (if necessary)
 - B. Get a message of endorsement from CEO/Labor that can be shared with staff
 - C. Identify Campaign Ambassador and Retiree Campaign Chair(s)
 - D. Personally kick off company campaign
- ✓ Recruit Campaign Team
- ✓ Establish employee campaign goal and set campaign dates (one to two weeks preferably)
- ✓ Determine the type of campaign best suited for your company: group meetings (rally) or one-to-one contact
- ✓ Recruit and train solicitors
 - A. Recruit from each employee group in the company
 - B. Schedule training
 - C. Contact Jessica Francis (jessica@unitedwaystcroix.org) for assistance

Campaign

- ✓ Schedule/request speakers, tours, displays, and video
- ✓ Personalize pledge forms (if applicable)
- ✓ Kick-off your campaign
- ✓ Schedule employee meetings/solicitation

Wrap Up

- ✓ Implement "Thank You" program
- ✓ Conduct campaign wrap up meeting / evaluation
- ✓ Tabulate giving results and submit report envelope to United Way St. Croix Valley

**** Campaigns that complete their campaigns and turn in their campaign envelope by October 31st will be entered into a drawing for a prize. ****