

UNITED WAY OF CENTRAL OHIO

ECC Timeline & Checklist



Timelines differ from organization to organization, but if you're looking for a general guideline then this **Sample Workplace Campaign Timeline** will help!

3 to 6 WEEKS before your Campaign Kickoff

- Meet with your United Way Relationship Manager to review last year's campaign
- Look through the ECC website at liveunitedcentralohio.org/for-companies/
- Meet with your CEO or senior management to confirm their support
- Recruit and train a Campaign Team

3 to 4 WEEKS Before

- Meet with your team weekly
- Develop a campaign theme and special events
- Plan your timeline, strategies and goals
- Review and familiarize your team with online campaign resources
- Schedule your Campaign Kickoff speakers
- Request materials, including pledge forms and brochures for all employees
- Personalize pledge forms with contact information and prior year giving information

1 to 2 WEEKS Before

- Promote your campaign kickoff and special events with posters and advance emails
- Send communications from CEO endorsing and announcing the campaign
- Prepare materials
- Plan kickoff event

KICKOFF and CAMPAIGN

- Have general employee kickoff event
- Launch campaign and distribute materials
- Make sure every employee has the opportunity to give
- Acknowledge management support
- Build excitement by sharing progress
- Have fun!

AFTER the Campaign

- Wrap up campaign, collect all pledge forms
- Calculate results and submit final reports to United Way
- Announce results
- Thank all employees with a celebration event, email or letter
- Thank your campaign team and leadership givers
- Conduct a campaign debrief with your team and gather notes for next year
- Pick next year's ECC and set a kickoff date