**United Way of Central Ohio**
Community Impact Center
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# ECC TIMELINE AND 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
- ☐ Review digital and online giving solutions with your United Way relationship manager
- ☐ 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