

**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

Campaign Communications Timeline

Select As Means to Communicate	Type	Completed
Email 1	Electronic	<input type="checkbox"/>
Internal Website (intranet, sharepoint, etc.) 1	Electronic	<input type="checkbox"/>
Social Media 1	Electronic	<input type="checkbox"/>
Internal social network (workplace by facebook) 1	Electronic	<input type="checkbox"/>
Employee Text Messaging	Electronic	<input type="checkbox"/>
Phone Messaging System	Print	<input type="checkbox"/>
Employee Newsletter 1	Print	<input type="checkbox"/>
Letter 1	Print	<input type="checkbox"/>
Posters/Flyers/Signage 1	Print	<input type="checkbox"/>
Payroll stuffers	Print	<input type="checkbox"/>
Pledge Packet (pledge form, brochure, pen, etc.)	Print	<input type="checkbox"/>
Employee Meetings/Department Meetings 1	In Person	<input type="checkbox"/>
Kickoff Event	In Person	<input type="checkbox"/>
Other:		<input type="checkbox"/>

Planning Timeline		
Five Weeks Before Kickoff	Target Date	Completed
Train & engage a campaign committee. Assign committee members to helping with employee communications.		<input type="checkbox"/>
Four Weeks Before Kickoff	Target Date	Completed
Plan your campaign theme & special events. Assign committee member to putting together a flyer and postings to share with employees.		<input type="checkbox"/>
Download Employee Newsletter fro Campaign Toolkit and begin preparing content.		<input type="checkbox"/>
Set date(s) for employee meeting(s). Talk to department leaders to include time in department meetings.		<input type="checkbox"/>
Three Weeks Before Kickoff	Target Date	Completed
Prepare CEO endorsement letter and/or email		<input type="checkbox"/>
Prepare campaign emails to employees		<input type="checkbox"/>
Schedule social media/internal social media posts		<input type="checkbox"/>
Prepare special communications for leadership giving campaign.		<input type="checkbox"/>
Two Weeks Before Kickoff	Target Date	Completed
Announce and promote your campaign kickoff, special events & meetings. Distribute calendar of events.		<input type="checkbox"/>
Hang Posters/Flyers		<input type="checkbox"/>
Send Letter - Retirees to your Kickoff Event		<input type="checkbox"/>

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One Week Before Kickoff	Target Date	Completed
Send <u>Pre-Campaign Email</u>		<input type="checkbox"/>
Send CEO Endorsement (<u>Email or Letter</u>). Announce company goals.		<input type="checkbox"/>
Distribute <u>Employee Newsletter</u>		<input type="checkbox"/>
<u>Payroll Stuffers</u> if distributing printed checks/stubs		<input type="checkbox"/>
Post campaign information to company's <u>Internal Website</u> , including: <ul style="list-style-type: none"> • Pledge form • Community Impact Report • What a Dollar Buys • Leadership Society Flyer • Video • Special Events • Company Incentives 		<input type="checkbox"/>
Kickoff & Campaign Weeks	Target Date	Completed
Kick off your campaign with an <u>Employee Meeting</u> .		<input type="checkbox"/>
Make sure that every employee receives <u>Pledge Packet</u> , including a pledge form & has the opportunity to give.		<input type="checkbox"/>
Send kickoff <u>Email</u> to employees announcing campaign, goals, etc. (see campaign toolkit for samples).		<input type="checkbox"/>
<u>Social Media Posts</u> <ul style="list-style-type: none"> • Post on kickoff day • Photos from special events • Share impact information from United Way every few days • If internal network, share reminder every 1-2 days, highlight incentives 		<input type="checkbox"/>
Send <u>Follow-up E-mails</u> every few days to keep up the enthusiasm & build awareness. Include community facts & success stories, have them come from different committee members or leaders.		<input type="checkbox"/>
<u>Phone Calls or Emails</u> to donors who gave last year and haven't turned in pledge form		<input type="checkbox"/>
One Week After Kickoff	Target Date	Completed
Send <u>Thank you Email</u> , including opportunity to turn in forms not submitted		<input type="checkbox"/>
Send <u>CEO thank you email</u> .		<input type="checkbox"/>
Send leadership giving Thank You email		<input type="checkbox"/>
Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way representative.		<input type="checkbox"/>
Send <u>Follow Up Email</u> a few days after thank you email. Promote Make Your Moments Incentive, still time to turn in pledge.		<input type="checkbox"/>