



United Way of Walworth County

Workplace Campaign Checklist

PRE-CAMPAIGN

- Meet with United Way Representative to talk about campaign goals and strategies
- Recruit leadership team (building or building leaders)
- Develop a theme and incentives/activities to keep employees motivated and engaged.
- Set dates for campaign kick-off. Contact United Way to attend kick-off if desired.
- Send communications from CEO endorsing/announcing the campaign

CAMPAIGN

- Meet with team leaders prior to campaign kick-off to energize and inform on details of campaign.
- Kick-Off Campaign!
- Communicate regularly on campaign progress and goals
- Wrap-up campaign by collecting materials and donations

POST- CAMPAIGN

- Tabulate results and submit campaign reports to United Way (as close to the campaign wrap up as possible)
- Give one copy of payroll deduction forms to payroll department and another copy to United Way
- Publicize campaign results widely
- Conduct a "thank you" program or send a "thank you" communication to all contributors