



SAMPLE CAMPAIGN PLAN

PLANNING	Target Date
6- 8 WEEKS PRIOR TO CAMPAIGN	
Meet with CEO/company leadership to discuss overall direction for campaign. Determine your participation and monetary goals, incentives for giving, and get personal endorsement for campaign from your company leadership.	
Meet with United Way team for initial planning. Participate in training(s) provided by United Way.	
Decide if you will use paper pledge forms or an online e-Pledge system. Determine/order what campaign materials you need from United Way.	
If your company has 50 or more employees, secure a committee member from each department for your team. Train everyone together.	
Develop a timeline for campaign.	
Assign tasks: committee members can plan special events, secure prizes as incentives, handle "marketing" of campaign, handle accounting of pledges/money, etc.	
If your company has out of Anchorage office locations, coordinate with their local United Way(s).	
Secure speakers/venue/food for your kickoff event.	
1 WEEK BEFORE CAMPAIGN	
Let employees know the dates of the campaign, hang posters throughout the office, promote campaign on intranet and social media.	
2 DAYS BEFORE CAMPAIGN KICKS OFF	
CEO/Company Leadership sends an email to all staff reminding everyone about the campaign and its activities.	

EXECUTE YOUR CAMPAIGN	
Hold a Kickoff event with a United Way speaker and the participation of your CEO. Inform staff about the participation and monetary goals set by your leadership and incentives to give.	
Ensure that EVERY employee is asked and has the opportunity to give.	
Conduct special events/fun activities to keep your staff engaged during the campaign.	
Keep staff informed throughout campaign regarding where you are with your goals.	
Hold a wrap up celebration, or final email to remind staff to give.	
FINALIZE YOUR CAMPAIGN	
Inform United Way that you have finished. Schedule a closeout meeting with your United Way team.	
Send an email to all staff from CEO thanking everyone for being part of the campaign and announce results.	
Collect all pledge forms, turn in to United Way and give copies to your payroll department. If using an online e-Pledge, run final e-Pledge report for your payroll department.	
Provide engagement opportunities for your staff throughout the year. Examples: volunteer opportunities, Lunch and Learns, community events. Share success stories (provided by United Way).	

CAMPAIGN DAY 1

- Hold a Kickoff Breakfast
- CEO speech
- United Way speaker
- Reminder of week's activities
- Hold a prize drawing for those who attend Kick Off, and give an incentive for pledging on the first day of campaign
- Larger companies - Announce a party for departments that have 100% participation

CAMPAIGN DAY 2

- Participate in a group volunteer project
- Send an email announcing results of first day of pledging

CAMPAIGN DAY 3

- Post photos from yesterday's volunteer project on social media and in an email/on company intranet
- Send email to staff highlighting United Way's focus on education, fighting homelessness and 2-1-1 state helpline

CAMPAIGN DAY 4

- Hold fun special event: i.e. corn hole tournament, wear your favorite hat to work, CEO carwash, etc. (look in Campaign Toolkit/Ideas and Inspiration/Campaign Special Events for more ideas)
- Send an email to staff with campaign update and reminder about last day to pledge

CAMPAIGN DAY 5

- Host potluck lunch to wrap up campaign. Encourage everyone who has not pledged yet to pledge today. Announce prize winners, thank everyone for participating in campaign and celebrate!

CAMPAIGNS RUNNING MORE THAN 5 DAYS

- Hold weekly fun special events to continue to engage employees throughout the campaign
- Send weekly emails updating staff regarding events and progress towards goals for participation and money raised
- Be available to answer questions throughout the campaign
- Update your United Way team each week regarding the progress of your campaign