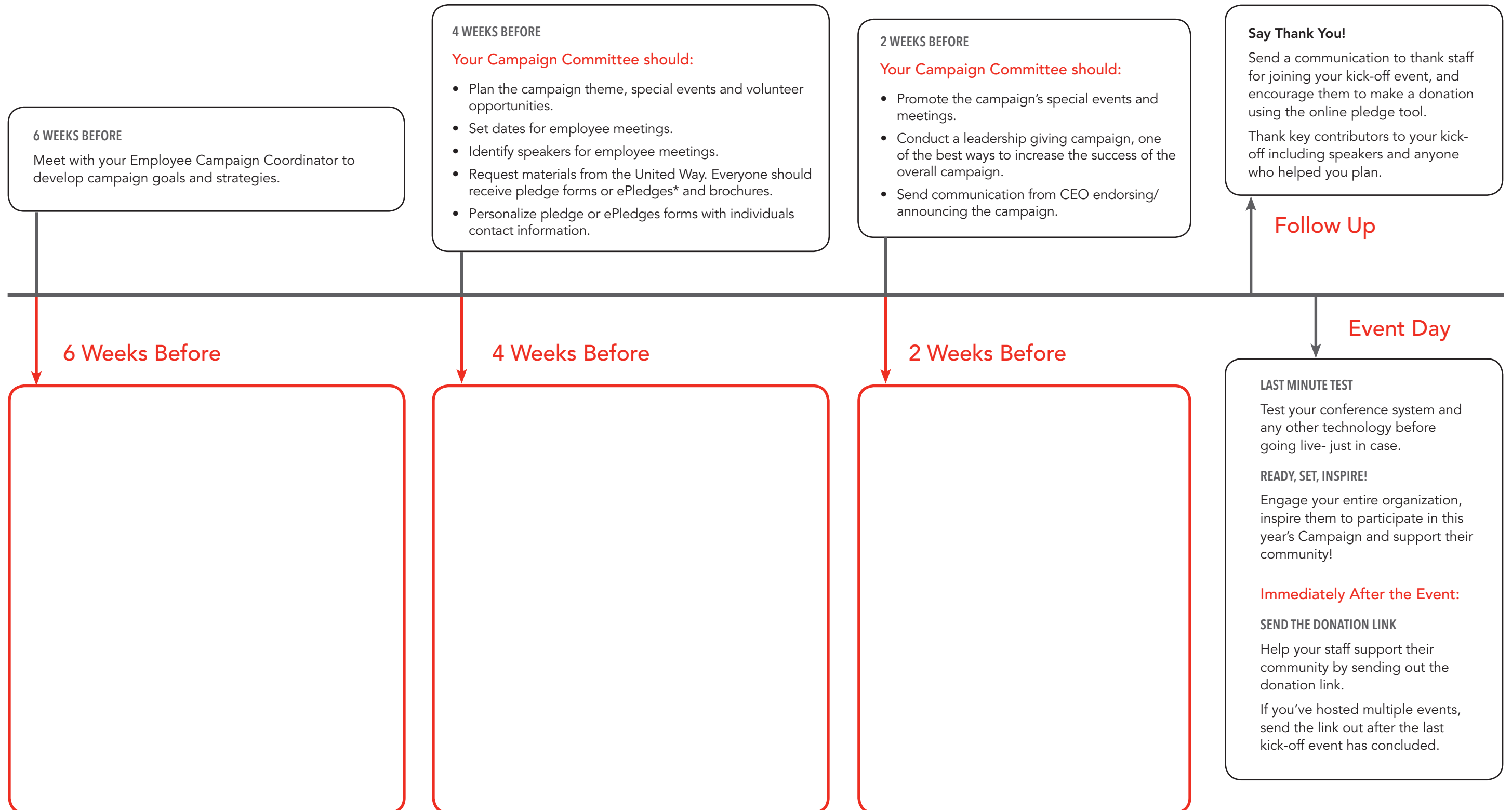




# Kick-Off Planning Timeline



**6 WEEKS BEFORE**

Meet with your Employee Campaign Coordinator to develop campaign goals and strategies.

**4 WEEKS BEFORE**

**Your Campaign Committee should:**

- Plan the campaign theme, special events and volunteer opportunities.
- Set dates for employee meetings.
- Identify speakers for employee meetings.
- Request materials from the United Way. Everyone should receive pledge forms or ePledges\* and brochures.
- Personalize pledge or ePledges forms with individuals contact information.

**2 WEEKS BEFORE**

**Your Campaign Committee should:**

- Promote the campaign's special events and meetings.
- Conduct a leadership giving campaign, one of the best ways to increase the success of the overall campaign.
- Send communication from CEO endorsing/ announcing the campaign.

**Say Thank You!**

Send a communication to thank staff for joining your kick-off event, and encourage them to make a donation using the online pledge tool.

Thank key contributors to your kick-off including speakers and anyone who helped you plan.

**Follow Up**

**Event Day**

**LAST MINUTE TEST**

Test your conference system and any other technology before going live- just in case.

**READY, SET, INSPIRE!**

Engage your entire organization, inspire them to participate in this year's Campaign and support their community!

**Immediately After the Event:**

**SEND THE DONATION LINK**

Help your staff support their community by sending out the donation link.

If you've hosted multiple events, send the link out after the last kick-off event has concluded.

**6 Weeks Before**

**4 Weeks Before**

**2 Weeks Before**