



United Way
of Greater Stark County



CAMPAIGN PLANNING CHECKLIST

PRE-CAMPAIGN

- Review last year's results and plan this year's campaign with your United Way Representative:
 - How much was raised last year?
\$ _____
 - How many employees are in your organization

 - How many employees donated last year?

 - How many new donors last year?
_____ \$ _____
 - What was the average employee gift?

- Confirm CEO support and union support (if applicable) and how they will be involved
- Form a campaign committee
- Plan your kick-off event
- Schedule United Way speakers, confirm campaign material quantities, personalize pledge forms, plan and schedule special events/activities
 - Visit our website at www.uwstark.org, review campaign materials or call your UW Rep for assistance
- Set your campaign goal(s):
 - Employee _____
 - Corporate _____
 - Special Events _____
- Finalize your campaign plan and calendar of events
- Publicize the campaign (at least two weeks prior to kickoff)
- Send communication endorsing the campaign from your CEO and other top company leaders

CAMPAIGN

- Kick off your campaign
- Ask everyone to contribute, one-on-one and/or in group meetings
- Conduct special events, if applicable
- Follow-up, especially with prior-year donors to ensure that all pledges are received. Follow-up with any first-time donors from the previous year
- Secure a corporate gift commitment (if applicable)
- Wrap up the campaign and make sure you have pledge forms back from everyone

POST-CAMPAIGN

- Tabulate the results and submit to United Way
- Give a copy of the payroll deduction forms to your payroll department
- Announce your campaign results to employees
- Conduct a thank you program for all contributors and campaign volunteers
- Conduct a campaign evaluation & develop a written summary for next year
- Meet with key leaders to implement a New Hire Program
 - Call UWGSC for information related to a New Hire Program, (330-491-9986)
- Sign up for United Way's e-newsletter to stay informed on engagement & education opportunities throughout the year.



UNITED WAY OF GREATER STARK COUNTY FIGHTS FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.