

United Way of Trumbull County Campaign Checklist

UNITED in PURPOSE

Meet with United Way to review last year's campaign & to form a plan for this year. Call Christine Cope at 330-369-1000 for more information.

- Meet with your CEO to confirm his/her commitment and visible support.
- If possible, recruit a diverse and enthusiastic campaign team.
- Develop strategies, timeline and either participation or monetary goals for this year's campaign.
- Publicize the campaign to educate, build enthusiasm and inform employees of key dates using personalized posters and pledge forms, e-mails and other communication.
- Schedule presentations/ meetings with your staff and a United Way representative. Schedule tours of United Way agencies.
- Communicate the official kick-off of your campaign.
- Display United Way posters (we can supply!) and other materials throughout the building.
- Distribute pledge forms and CEO letter/E-MAIL of support (if applicable) to ALL employees.
- Make your own contribution to the campaign, every dollar counts.
- Follow up with anyone who hasn't turned in their pledge form.

Be sure to:

- Give copies of completed pledge forms to the payroll department.**
- Share progress and results with employees**
- If applicable, send letters to retirees.**
- Complete the Campaign Report Envelope and return to United Way**