



OPENING DOORS to OPPORTUNITY

PLANNING

Attend our Employee Campaign Coordinator (ECC) training. You'll:

- ☐ Review our workplace campaign materials.
- ☐ Discuss fundraising and gaming strategies.
- ☐ Learn workplace-campaign closeout processes.

Meet with your Local Company Leader (LCL). You'll:

- ☐ Secure LCL buy-in and support for your workplace campaign.
- ☐ Schedule a kickoff email and conclusion email with LCL.
- ☐ Confirm LCL commitment to thank your workplace campaign participants.
- ☐ Get LCL approval for prizes and incentives.

Day and time: _____

Meet with one of our Development Team members. You'll:

- ☐ Plan your workplace campaign.
- ☐ Discuss your questions and ideas.
- ☐ Set up your ePledge site if applicable.

Day and time: _____

RUNNING

Launch your workplace campaign. You'll:

- ☐ Announce it two weeks before it begins.
- ☐ Schedule a fun, exciting kickoff.
- ☐ Find ways everyone can join in.
- ☐ Make the "ask" (support for goals).

Day and time: _____

Host activities and have incentives. Consider doing the following:

- ☐ Conduct fundraising events.
- ☐ Offer contests.
- ☐ Plan lunch gatherings.
- ☐ Give out swag.
- ☐ Volunteer in your community.
- ☐ Other ideas:

We will _____

We will _____

Conclude your workplace campaign. You'll:

- ☐ Announce your successes.
- ☐ Give shout-outs to participants.
- ☐ Gather contribution forms and leftover items to return to us.

Day and time: _____

CLOSING OUT

Meet with one of our Development Team members. You'll:

- ☐ Deliver any United Way materials you have.
- ☐ Review what worked well and could be different.
- ☐ Fill out your closeout and payroll deduction forms with our help.

Day and time: _____

Thank your campaign supporters. Consider the following:

- ☐ Initiate your appreciation recognition a week of your workplace campaign's conclusion.
- ☐ Remind your LCL to thank employees who participated in your workplace campaign.
- ☐ Host a luncheon, provide a day-off, supply a gift, or plan some fun activity for participants.

Day and time: _____

We will _____



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get-involved/community-campaign](http://www.unitedwayanc.org/get-involved/community-campaign)