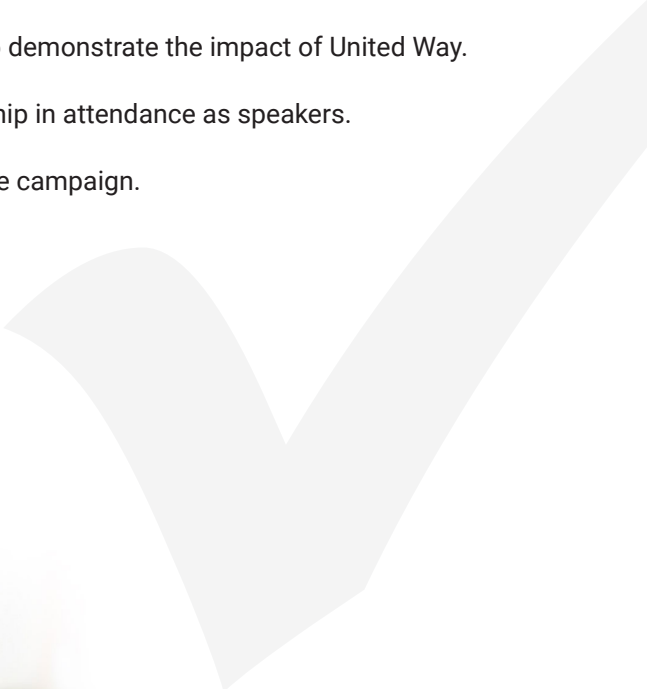


# CAMPAIGN CHECKLIST

**Congratulations! You have taken your first step in implementing a successful campaign.**

Below is a helpful checklist to ensure your employee giving campaign runs smoothly – and communicate with your coworkers and/or employees how they are helping to put opportunity in the hands of all Quad Citizens.

- Determine the dates for your campaign and set fundraising and/or participation goals
- Meet with your United Way Relationship Manager to create new strategies for your campaign.
- Learn about e-Pledge. Consider going paperless and make giving easier for your coworkers!
- Utilize a campaign team to help with communication, special events and fundraising.
- Coordinate campaign messaging and develop a timeline for company-wide distribution.
- Implement a Day of Impact, either onsite, offsite or virtually to demonstrate the impact of United Way.
- Host a general employee kickoff event with company leadership in attendance as speakers.
- Host employee education meetings and events throughout the campaign.
- Share progress toward goals throughout the campaign.
- Announce and celebrate your results.
- Thank your donors and campaign team for their support.



**GOT A QUESTION?**  
Email [info@unitedwayqc.org](mailto:info@unitedwayqc.org)  
or call 563.355.4310

