



CAMPAIGN CHECKLIST

Congratulations! You have taken your first step in implementing a successful workplace 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?

Contact Amy Barnett at 563.344.0328
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[UnitedWayQC.org/CampaignToolkit](https://www.unitedwayqc.org/CampaignToolkit)

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