

CAMPAIGN CHECKLIST



PLAN YOUR CAMPAIGN

<input checked="" type="checkbox"/>	TO DO	TARGET DATE
	Contact the United Way of Freeborn County team to let us know you plan to have a campaign.	
	Fill out our online form to share a little about your company and campaign plans.	
	Request your pledge cards. <div> <input type="checkbox"/> We'll print our own pledge cards from the UWFC website without our company logo! </div> <div> <input type="checkbox"/> We would like custom* pledge cards with our company logo please! Date needed _____ <div> <input type="checkbox"/> Half sheet pledge cards <input type="checkbox"/> Full sheet pledge cards </div> </div> <div> <input type="checkbox"/> We will print these in house! <input type="checkbox"/> We would like UWFC to print these for us! </div> <div> <input type="checkbox"/> We would like a custom* page on the UWFC website with our company logo and information for e-pledging! Date needed _____ </div>	
*Please allow 14 days for custom pledge cards and website.		
	Consider incorporating a volunteer opportunity or agency tour into your campaign.	
	If you'd like help planning an event or to have access to other campaign tools, please contact our team! <div> <input type="checkbox"/> We have a special event already planned! </div> <div> <input type="checkbox"/> We'd love to have help planning an event! </div> <div> <input type="checkbox"/> Help! We need ideas! </div>	

EXECUTE YOUR CAMPAIGN

	Host a Kickoff Event and invite the United Way team.	
	Make sure every employee has the opportunity to give (receives a pledge form or is able to log into your company's digital pledge card).	
	Publicize community facts and campaign's progress/results on your company's social media page.	

FINISH YOUR CAMPAIGN

	Collect pledge forms and total results.*	
	Submit your campaign total and pledge forms to United Way representative.*	
	Submit your pledge forms to your company's payroll department.*	
	Review results with your leadership team and/or committee members.	
	Announce campaign results to all employees.	
	Jot down any notes or things that might be helpful for next year's campaign.	
	Pat yourself on the back for a job well done!	

*If your company opted for digital pledge forms, your United Way representative will create a master pledge sheet with names and amounts pledged. This will be sent to your company for your records and the payroll department.