



United Way
of Central Minnesota

Campaign Manager Timeline

4-5 weeks before the campaign

- _____ Meet with your CEO
- _____ Talk with previous Campaign Manager
- _____ Meet with your Campaign Consultant
- _____ Recruit your campaign team
- _____ Analyze your past campaign
- _____ Develop a budget
- _____ Establish a corporate match

3-4 weeks before the campaign

- _____ Attend Campaign Manager training
- _____ Train your committee members
- _____ Set your goals and objectives
- _____ Set dates/times and notify your Campaign Consultant
- _____ Review all campaign resources
- _____ Plan your special events
- _____ Schedule United Way Speaker for meetings

One week before campaign

- _____ Personalize pledge cards
- _____ Send out endorsement letters
- _____ Promote your campaign

Week of campaign

- _____ Confirm meeting location and time
- _____ Connect with Campaign Consultant
- _____ Conduct special events
- _____ Hold company meetings
 - _____ Video with LIG component
 - _____ Run retiree campaign
- _____ Start meeting on time!
- _____ Introduce program/agenda
- _____ Acknowledge management/CEO support

1-2 weeks after the campaign

- _____ Follow up on pledge forms
- _____ Report results promptly to United Way
- _____ Report results internally
- _____ Analyze your campaign with your team
- _____ Say thank you
- _____ Recruit next campaign manager

Year round

- _____ Start a year-round communication program
- _____ Implement New Hires program
- _____ Become United Way at Work site
- _____ Participate in United Way events
- _____ Take employees on agency tours
- _____ Identify & utilize employee testimonials



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