

Campaign Timeline



PRE-CAMPAIGN

3 TO 5 WEEKS BEFORE CAMPAIGN KICKOFF

- Attend ECM training
- Analyze past results and set campaign goals with your Resource Development Manager: dollar amounts and/or number of participants
- Recruit your campaign team for additional support
- Attend our Annual Kickoff Celebration

DURING CAMPAIGN

DURATION 1 TO 2 WEEKS

- Host a kick off event with your employees
- Ask your Resource Development Manager if a partner agency can visit your site and share knowledge of their program(s) in person
- Encourage ambassadors to talk about the campaign and giving options/levels
- Schedule personal asks with your audience – tailor your approach
- Communicate through email, social media, internal meetings about each of your activities to include a final day of giving
- Collect pledge forms; work with your HR department to keep a record of all pledge and cash gifts

POST-CAMPAIGN

WITHIN 2 WEEKS AFTER CAMPAIGN ENDS

- Finalize results with your Resource Development Manager
- Announce results to your company/organization
- Thank your ambassadors and employees with an event, email or letter
- Begin thinking of year-round engagement activities for your employees

Campaign Checklist

PRE-CAMPAIGN

- Meet with your UW representative
- Attend ECM Workshop
- Secure CEO/Senior Management Support
- Review campaign history, time frame, incentives and set your goals
- Recruit a campaign committee or team for additional support
- Organize your campaign communications and materials (pledge forms, posters, etc)
- Schedule your kick-off, UW speaker and any special events ahead of time

DURING CAMPAIGN

- Distribute pledge forms and campaign materials to every employee (and have extras)
- Promote the campaign, special events, incentives through department meetings, emails, internal website and social media
- Make it easy for employees to donate; pick up pledge cards in team meetings or have a centralized drop-off location
- Customize and create materials (emails, posters, facts) to send to your employees every few days to stay fresh in their minds
- Incentivize as much as possible; whether it be for participation or for a certain dollar amount gifted

POST-CAMPAIGN

- Collect all pledge forms and materials
- Confirm any corporate contributions and/or matches on employee giving
- Turn in your results to your UW representative as quickly as possible
- Send a thank you letter to everyone including the campaign committee and the CEO
- Publicize your results with a short story, photo or video to your employees
- Create a campaign survey and ask for feedback/suggestions
- Provide feedback/suggestions to your UW representative - we want to know what worked!

YEAR ROUND

- Keep employees updated on UW activities
- Promote volunteer and special event activities
- Share photos, experiences, testimonials and more on social media