



*Dreams become*  
**REALITY**  
*when we*  
**LIVE UNITED**

## CAMPAIGN TIMELINE AND BEST PRACTICES

### 1. PRE-CAMPAIGN

(4-6 WEEKS BEFORE YOUR CAMPAIGN)

- Meet with your Development Manager to review your past campaign history, plan your campaign strategy and discuss corporate gifts, sponsorships and grants
- Set Campaign Goals with your Development Manager
- Secure your Campaign Committee
  - A team of coworkers from different departments and levels of the organization will increase the success of your campaign and help lighten your job
  - Work with your team to plan presentations, kickoff meetings, rallies, volunteer events and other special events
- Develop your timeline
  - Determine the best time to run your campaign (start and end dates)
  - Determine length of the campaign (1 week to 1 month)
  - Involvement of all company locations (if applicable)
  - Training with your Development Manager
- Determine the type of events you will host
  - Kickoff event, Special Events, Volunteer Events, Campaign Celebration or Thank you Event, etc.
- Raise awareness of your campaign timeline with your staff by sharing your schedule of activities
  - Utilize Metro United Way posters and collateral to help bring awareness throughout your office
  - Use email, intranet, or another creative outlet to post your timeline

### 2. CAMPAIGN TIME

- Host your kickoff event with a Metro United Way staff member in attendance
- Share your events with Metro United Way by tagging us on Social Media
- Encourage your Campaign Committee to talk about the campaign and giving options with their team
- Send reminder communications about events, the last day of the campaign, and other ways to get involved
- Ensure that each employee has been given the opportunity to contribute through a pledge card or ePledge and asked to participate
- Communicate your fundraising progress to your staff

### 3. POST-CAMPAIGN

(1 WEEK AFTER CAMPAIGN COMPLETION)

- Announce results to all staff
- Hold a celebration or thank you event
- Send appreciation notes to campaign volunteers
- Thank donors who supported the campaign
- Connect with your Development Manager to collect pledges and donor information:
  - Where possible, proof paper pledge forms submitted by donors to ensure they are filled out correctly
  - If you do not use MUW Pledge Cards or ePledge, provide your Development Manager with donor details such as names, emails, addresses, and donation amounts for tax purposes and recognition
- Host a debrief meeting with your Campaign Committee and your Development Manager
  - Discuss opportunities to stay involved year-round with MUW