

Employee Campaign Manager Checklist

PLAN

- ___ Attend the ECM breakfast to gather information to help you begin planning your campaign.
- ___ Secure CEO/Senior Management support for the campaign.
- ___ Establish campaign goals like dollar amounts and employee participation percentages or increased percentages over last year's totals.
- ___ Schedule a UWA presentation for employees.
- ___ Create a campaign committee to help plan a campaign Kick Off event and special fundraising events. (See attached suggestions.)
- ___ Be sure to visit our website: www.unitedwayaroostook.org and to "Like" our FB page to stay current on our news, progress, and ways to stay involved in making lasting change in our community.

GEAR UP

- ___ Establish campaign dates (starting and ending).
- ___ Establish a timeline for special fundraising events.
- ___ Begin campaign promotion by sending a letter from management to employees just prior to your Kick Off event. (See attached sample letters.)

RUN YOUR CAMPAIGN

- ___ At the Kick Off event, share UWA fact sheets and distribute pledge forms and incentive forms (Step it Up Aroostook and Pump it Up Aroostook).
- ___ Be sure to follow up with employees unable to attend the Kick Off event.
- ___ Send follow up emails every few days/weekly to maintain enthusiasm and momentum. Include campaign updates and UWA information (found on our website or FB page).
- ___ Conduct your planned fundraising events.
- ___ Provide co-workers opportunities to learn more about UWA by coordinating guest speaker or volunteer opportunities at UWA.

WRAP UP

- ___ Send a reminder email that the campaign is concluding, and pledge forms and incentive forms need to be submitted.
- ___ Collect pledge and incentive forms. Be sure they are all signed and make copies for your payroll/HR person.
- ___ Submit pledge forms and final reports/data to payroll department.
- ___ Announce campaign results to your co-workers.
- ___ Thank co-workers, campaign team, leadership donors, CEO/Management.
- ___ Gather feedback and notes for next year.
- ___ Choose an ECM for next year and provide this information along with any feedback notes to UWA.