

Sample Two-Week Campaign Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Start advertising campaign- let your workplace know the campaign is coming		ECC (& Leadership Chair) attend Campaign Training Workshop			
<u>Pre-Campaign</u>						
	Campaign Promotion: Promote upcoming events in your workplace	Train Canvassers	Leadership Presentation. Held 1-week prior to Kick-off to "set pace" and build momentum			
<u>Campaign</u> <i>Week 1</i>		Campaign kick-off! → Breakfast/lunch → Agency speaker → CEO remarks			Casual Day - Early bird draw for pledge forms collected	
Campaign Representatives personally deliver pledge packages and speak with each employee						
<i>Week 2</i>	Continue canvassing for the week			Campaign Events → Chili cook off → Bake sale → VIP parking spot raffle draw Collect pledge forms	Wrap-up Events Announcements and thank-you	
<u>Post-Campaign</u>		Collect last of the pledge forms -follow up with employees who were away		Submit pledge cards and event dollars to United Way. Don't forget required copies to your payroll department		

Kick-offs are best scheduled for Tuesday, Wednesday or Thursday to attract as many employees as possible and so as not interfere with flex days.