

# Campaign Planning Timeline

Suggested Time	Date	Activity
At least six weeks before kick-off		Meet with United Way NCA representative
At least six weeks before kick-off		Obtain CEO endorsement and support
At least six weeks before kick-off		Recruit campaign team
At least six weeks before kick-off		Get sales tax license for auction
At least six weeks before kick-off		Train team/assign tasks
At least six weeks before kick-off		Develop campaign plan
		<ul style="list-style-type: none"> <li>• Goal</li> <li>• Timetable</li> <li>• Publicity/Promotions</li> <li>• Incentives</li> </ul>
At least four weeks before kick-off		Develop a Leadership Giving campaign
At least four weeks before kick-off		Secure management's approval of plan
At least four weeks before kick-off		Plan and market the campaign kick-off
At least four weeks before kick-off		Schedule/announce campaign kick-off
At least three weeks before kick-off		Arrange agency speakers and tours
At least four weeks before kick-off		Send letter from top executive to all employees
One week before kick-off		Send reminder about kick-off meetings
		Hold Kick-off
One week after kick-off		Report progress to United Way representative
One week after kick-off		Send reminders to employees
Three weeks after kick-off		Hold thank you event
Three weeks after kick-off		Submit final results to United Way representative
TBD		Attend United Way Campaign Finale
TBD		Attend United Way Thank You Day
Anytime during the year		Participate in Days of Caring
		Offer new hires the chance to give through payroll deduction