



CAMPAIGN COORDINATOR TIMELINE 2011-2012

June	<input type="checkbox"/> Attend Campaign Info Meeting on June 28 th to learn this year's campaign theme and goal and gain great ideas for your in-house campaign planning! <input type="checkbox"/> E-mail to the United Way office (laurie@muw.org) a list of your employees if you want us to personalize your pledge forms for you. Remember to include your Retirees if they are invited to participate in your campaign
July	<input type="checkbox"/> Vacation!
August	<input type="checkbox"/> Attend the Campaign Coordinator Roundtable – and plan to bring along any other associates working with you on your campaign (invitation and details TBA) <input type="checkbox"/> Welcome the support your LE offers to assist you in the planning and execution of your campaign. <input type="checkbox"/> Finalize plans for your campaign – including your kickoff date, any other activities you will include and the date your campaign will wrap up. Begin sharing this information now with everyone at your organization
September	<input type="checkbox"/> Attend the community Kick-off on September 8 th , 4:30 – 6:00 at the Colonial Theater, Main Street, Keene and bring along your campaign team <input type="checkbox"/> Obtain campaign materials from your Loaned Employee <input type="checkbox"/> Invite your Company Leader, your LE and possibly an agency speaker to make brief presentations when you kick off your company campaign. Also plan to show the United Way Campaign Video to your staff <input type="checkbox"/> Distribute pledge cards to all employees immediately and indicate when you want them completed and returned to you (or someone on your team) <input type="checkbox"/> Monitor the progress of your campaign and report updates to your LE each week <input type="checkbox"/> Attend a Report Breakfast meeting to share the results of your campaign (optional but encouraged). Details to follow. <input type="checkbox"/> Turn in completed campaign packet to your LE or the United Way office
October	<input type="checkbox"/> Turn in completed campaign packet to your LE or the United Way office (if not done in September)
November	<input type="checkbox"/> Turn in completed campaign packet to your LE or the United Way office (if not done in October)
December	<input type="checkbox"/> Turn in completed campaign packet to your LE or the United Way office (if not done in November)
	<input type="checkbox"/> Celebrate your success and thank your Company leadership and your employees for their support!