



PACESETTER EMPLOYEE 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 the United Way office (laurie@muw.org) with a list of your employees if you would like us to personalize your pledge forms. Remember to include your Retirees if they are invited to participate in your campaign.
July	<input type="checkbox"/> Attend the Pacesetter Coordinator Roundtable (details TBA). Plan to bring along any other associates working with you on your campaign.
August	<p>Begin planning for your campaign – including your kickoff date, any other activities you will include and the date your campaign will wrap up (no later than Fri. Sept. 2nd). Begin sharing this information now with everyone at your organization</p> <input type="checkbox"/> Obtain campaign materials from your Loaned Employee (LE) and kick off your campaign! LEs complete their training on August 5 th and will reach out to Pacesetter Coordinators immediately to help you finalize your campaign plans. If you want to kickoff earlier – contact mary@muw.org and we'll provide you with support. <input type="checkbox"/> Invite your Company Leader, your LE and possibly an agency speaker to make brief presentations at your company kickoff event.
	<input type="checkbox"/> Plan to show the United Way Campaign Video to your staff
	<input type="checkbox"/> Distribute pledge forms to all employees immediately and indicate to them when you want them completed and returned to you (or someone else on your team)
September	<input type="checkbox"/> Monitor the progress of your campaign and report updates to your LE. <input type="checkbox"/> Attend the community Kick-off September 8 th – 4:30 – 6:00 PM – Colonial Theatre, Main Street, Keene and bring along your campaign team. <p style="text-align: center;">You will be recognized as a “Pacesetter” and be invited onto the stage to be thanked for your campaign efforts.</p> <input type="checkbox"/> Attend a Campaign meeting sometime this fall to share the results of your campaign with volunteers, community leaders and partner agency representatives (additional details TBA).