



## CHECKLIST FOR SUCCESS

### BEFORE THE CAMPAIGN

- Reach out to the United Way to get support for planning your campaign.
- Familiarize yourself with the UWCW Virtual Toolkit.
- Meet with top management at your company, if appropriate and applicable, to confirm their commitment and level of participation
- Recruit your campaign team, assign roles and responsibilities, and hold planning meetings.
- Set a beginning and ending date for your campaign.
- Determine a campaign goal and theme.

### DURING THE CAMPAIGN

- Hold campaign events, including a fun kick-off event and special events throughout the campaign to engage your co-workers and encourage team building.
- Invite a United Way representative to speak at your company meetings and events.
- Send email updates throughout the campaign including goal progress, event info and links to [UWCW stories](#).
- Create friendly competition between departments of company locations.
- Distribute pledge forms or send out info about how to pledge online.
- Offer incentives based on timely completion of a pledge, participation, and/or specific giving levels.
- Take pictures and videos of your great events and send them to the UWCW, we love sharing our awesome partners on social media!

### AFTER THE CAMPAIGN

- Congratulate yourself on a job well done and share the results with your colleagues!
- Collect pledge forms and turn them in to UWCW. Or, if it's an online campaign, coordinate wrap-up with your ePledge representative.
- Thank all the employees at your company who graciously gave money or volunteered their time to help our nonprofit community.
- Debrief after the campaign and respond to our ECL survey to let us know your feedback so we can improve our service to you!

### ONGOING

- Plan year-round volunteer projects—our Hands On Greater Portland volunteer program can help!
- Encourage employees to sign up for UWCW's e-newsletter to receive impact stories throughout the year.
- Sponsor Community Impact Week. Does your company want to get some great exposure while participating in a fun group volunteer project? We would love for you to join us for our annual Community Impact Week!



United Way of the  
Columbia-Willamette