LIVE UNITED

United Way

Mile High United Way
Give. Advocate. Volunteer.
www.UnitedWayDenver.org

YOUR CAMPAIGN CHECKLIST

____ Meet with your Donor Relations Representative from Mile High United Way.

____ Attend Campaign Leader Training.

____ Secure CEO/Senior Management endorsement.

____ Recruit a campaign team comprised of representatives from all departments.

____ Recruit a Leadership Giving ($1,000+) representative or team.

____ Review campaign history and set dollar, participation and awareness goals.

____ Confirm campaign budget.

____ Determine campaign theme, incentives, and promotion plan.

____ Confirm dates and key details for your campaign kickoff and other important activities (time, location, speakers, food, activities, etc.)

____ Schedule the use of the Mile High United Way campaign video.

____ Share campaign details, including goals and strategies, with CEO and management.

____ Conduct campaign team training in partnership with your Donor Relations Representative.

____ Identify prospective Leadership Giving contributors.

____ Start Leadership Giving campaign.

____ Prepare contribution forms and materials as needed.

____ Contact your Donor Relations Representative to order campaign materials.

____ Begin promoting campaign at least 1 week before your kickoff.

____ Campaign Kickoff. If an event, remember to take photos and share with your DRR! We may choose to feature your company on the Mile High United Way blog.

____ Hand out pledge forms or provide information about online giving. Get help from your campaign team!

____ Schedule mid-campaign team meeting to review your results so far and finalize all remaining details.

____ Send follow-up emails to remind employees about community needs and upcoming campaign activities. Find initiative facts, success stories, and other information at www.unitedwaydenver.org.

____ Conduct rallies, group meetings and/or special events. Remember to include community speakers, interactive activities, games and/or prizes.

____ Send a reminder about campaign close.

____ Collect all contribution forms and submit report envelope(s), asking your Donor Relations Representative for help as needed.

____ Remember to provide the names of your Leadership contributors so they can be recognized.

____ Submit contribution forms/data to your human resources team.

____ Remember to make your corporate gift. Our experienced community investment team can help you identify customized giving opportunities that match your organization's charitable giving objectives. Ask your Donor Relations Representative for more information.

____ Hold a celebration event to thank all employees and announce campaign results.

____ Thank contributors, Leadership contributors, campaign team and any other key supporters and volunteers.

____ Include campaign results and photos in your newsletter or on your website.

____ Meet with your campaign team to collect feedback for next year.

____ Select next year's Campaign Leader and kickoff date and provide information to your DRR.

____ Provide feedback to your Donor Relations Representative and let us know how we can better help you!