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 MHUW 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 DRR 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!