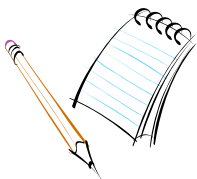


What to do first, next and last – a campaign timeline

The Weeks Leading Up to Your Campaign

- Attend Mile High United Way's Campaign Leader Training.
- Meet with your Donor Relations Representative.
- Map out your Campaign Timeline with dates and targeted campaign goals.
- Ask about setting up your online giving tool, United eWay.
- Support your campaign success with materials that you can order through your donor relations representative contact including brochures, pledge forms, and campaign posters.
- Request the MHUW Campaign video to show at your kickoff. A limited number of guest speakers are available as well but must be requested in advance.
- Meet with your CEO and/or senior management support on the campaign and targeted goals. Finalize targeted campaign goals including: total dollars, number of leadership givers, and desired percent of employee participation. Recruit and train your campaign team!
- Ask past MHUW donors or members of senior management to "set the pace" by announcing their renewed gifts and announce any company match or NEW gifts so that there's a benchmark.



Tip!

To create a meaningful giving experience, develop a campaign theme unique to your organization.

During your Campaign

- Distribute pledge forms or information about online giving through eWay.
- Send follow-up emails once a week to keep up the enthusiasm. Include community facts and success stories that you can get from MHUW.
- Hold additional events and meetings (bake sale, raffle, food drive, volunteer day, etc). Ideas for fun activities.

Before Your Campaign Concludes

- Send reminder emails that your campaign is concluding and pledge forms need to be submitted.

After Your Campaign Concludes

- Collect pledge forms. Your MHUW representative will supply you with the Campaign Reporting form and a cash confirmation form, and will assist you in finalizing the campaign (see pages 12-13 for form details).
- Announce pledge results to all staff and thank employees with a letter, email, or event. This is a great time to remind them of the MHUW website where they can learn about how their investment is working in the community.
- Thank your campaign team, those who gave at the Leadership level and/or other special groups.
- Gather feedback and notes for next year.

Congratulations – You've just completed a successful campaign! Look out for an invitation in early summer to our annual campaign **Celebration** event where we celebrate the collective investment and impact to our community.