
CAMPAIGN CHECKLIST



Capital Area United Way

1 TO 4 MONTHS BEFORE

Meet with your CRM to create new strategies for your campaign

Determine the dates for your campaign and set fundraising and/or participation goals

Select theme, speakers and kickoff date

4 WEEKS BEFORE

Have all supplies including FAQ's & Parish Impact flyers printed or ready

Coordinate campaign messaging and develop a timeline for company-wide distribution

Implement a Day of Impact/Action either onsite, offsite, or virtually to demonstrate the impact their donation to CAUW

DAY 1 OF CAMPAIGN

Host a general employee kickoff event with company leadership in attendance or as speakers (this can be pre-recorded)

THROUGHOUT CAMPAIGN

Host employee education meetings and events throughout the campaign

Share progress toward your goals with your team
Refer to the Frequently Asked Questions (www.cauw.org/FAQs)

1 TO 3 DAYS AFTER

Announce and celebrate your results

Thank your donors and campaign team members for their support

Finalize campaign results and contact your CRM to pick up results