



Campaign Calendar

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---------------------------------|--|--|---|---|---|----------|
| *Pre-planning* | Meet with previous ECA. | Meet with CEO. | Recruit Campaign Committee. CEO Endorsement email draft. | Contact UW to request a speaker to do an employee presentation. | Review Campaign Toolbox. Develop promotional plan & special events. | |
| | Hang posters, decorate office. | Let UW know if you need support. | Send out CEO endorsement email. Personalize pledge forms. | Send email about upcoming week & special event info. United Way has draft email samples. | | |
| *Week/Month of Campaign* | Campaign Kickoff! Mail electronic pledge link or hand out pledge form. | Special event. Share photos on social media and tag MSA United Way. | Send email about what has happened this week and reminder of events Thur. & Fri. | Send email on UW stats. Special event. 1-on-1 visits with employees who have not donated yet. | Email with last reminder to pledge by today and announce the current total. | |
| *Wrap-up-Week* | Announce campaign total and incentive winners. If paper pledge form hand in. | Send Thank You's to donors, campaign committee, CEO and Management. | Report results to MSA UW & analyze campaign with committee. | | | |

Contact campaign@msaunitedway.org or call our office at (701)255-3601