

2018 COMPANY CAMPAIGN PLANNING

COMPANY GOAL _____

KICKOFF WEEK

Target Date: _____

- Host a company-wide campaign kickoff event or special communication.
- Present information about United Way of Defiance County to all employees through a presentation or staff meeting.
- Distribute pledge forms to all employees. Be clear about the deadline and consider an incentive to turning it in on time or early.
- Follow-up with an online pledge form via e-mail or share the new text to pledge: “defiance” to 313131.
- Be available to your coworkers to answer questions.
- Continue to build awareness using resources on our campaign tool kit on our website: www.unitedwaydefiance.org. Hang posters, send e-mails or host a game.
- Send us photos and videos of your company campaign, so we can share on social media or our annual report.
- Thank your CEO/Owner(s) for their support.
- Thank every employee for participating.

CAMPAIGN WRAP UP

Target Date: _____

- Collect all pledge forms.
- Announce results.
- Thank every employee for their contribution again. (Ex: verbal recognition, email, handwritten note.)
- Congratulate yourself on a job well done.

