

# A Campaign Coordinator is...

... A person who helps their organization/business in working with United Way of Northwest Florida to conduct a successful campaign. This person leads the organization/business' annual United Way Workplace Campaign efforts, creating enthusiasm, and encouraging participation. Below is a checklist that will help you prepare for your company's campaign.

## Your Campaign Checklist:

### **Prior to the Campaign** *(3-5 weeks before the campaign kickoff)*

- ☐ Attend United Way Campaign Coordinator Training
- ☐ Check out the campaign toolkit at [www.unitedwaynwfl.org](http://www.unitedwaynwfl.org)
- ☐ Meet with your United Way staff person to plan strategy
- ☐ Set a campaign goal(s)
- ☐ Recruit any needed helpers at your organization
- ☐ Establish a campaign timetable
- ☐ Publicize the campaign to employees
- ☐ Attend Campaign Kickoff Breakfast
- ☐ Set up agency speakers to attend your rally via your United Way contact



### **During the Campaign** *(1-2 weeks in duration)*

- ☐ Kick off your campaign with a rally, event, or presentation
- ☐ Follow up with employees afterward
- ☐ Check-in regularly with your United Way contact
- ☐ Send photos to United Way for Facebook/Twitter

### **After the Campaign** *(within 2 weeks after your campaign ends)*

- ☐ Total pledge results and submit Campaign Envelope
- ☐ Send copies of pledge forms to your payroll department
- ☐ Evaluate strengths/weaknesses and plan for next year
- ☐ Thank your donors

Pat yourself on the back for a job well done!

