

# EMPLOYEE CAMPAIGN CHECKLIST 2018-19



United Way  
of Tompkins County

STEP 1	NOTES
Review UWTC campaign material	
Seek CEO support	
Recruit and train colleagues to help	
Attend a Campaign Breakfast at UWTC	
Display UWTC window sticker and yard sign	
Create your campaign plan:	
• Goal (participation or monetary)	
• Timetable	
• Incentives to give	
• Kick Off and publicity	
Organize participation in UWTC Day of Caring	
Connect with UWTC contact	
Share campaign plan with management	
Share "New Hire" sheet with Human Resources	
STEP 2	NOTES
Send a campaign invitation letter to employees from CEO	
Invite CEO to attend/speak at Kick Off	
Contact UWTC rep. for a speaker at Kick Off	
Post campaign posters and announce Kick Off	
Host Kick Off and distribute pledge cards	
Provide brief campaign updates in staff meetings and internal communications	NOTES
Send a reminder to employees of your campaign deadline (Day of Caring suggested deadline)	
<b>SEPT. 18 DAY OF CARING—COMMUNITY CAMPAIGN KICK OFF—Stewart Park</b>	
Participate in UWTC Day of Caring at Stewart Park	
AFTER YOUR CAMPAIGN	NOTES
Collect and submit pledge cards and reports to UWTC and your Human Resources department	
Follow through on incentives	
Publicize results of your campaign and hang thank you posters	
Plan and host a thank you event for employees	
Thank your team and arrange next year's ECC	
<b>May</b> Attend Community Campaign Celebration	
<b>JUNE</b> Sign up for UWTC Day of Action	
Participate in UWTC Day of Action	
YEAR-ROUND	NOTES
Find volunteer opportunities at <a href="http://getconnected.uwtc.org">getconnected.uwtc.org</a>	
Contact UWTC rep. to schedule a visit to an agency so staff can see the impact of their gifts	
Share information on the impact of UWTC with employees	

United Way of Tompkins County  
313 N. Aurora St. Ithaca, NY 14850  
(607) 272-6286 [www.uwtc.org](http://www.uwtc.org)

**THANK YOU! You are making an impact.**

