



CAMPAIGN CHECKLIST

- MEET** with your CEO to discuss his/her vision for the campaign.
- KICKOFF** your campaign and run an informative, exciting time-limited campaign.
- MAINTAIN** enthusiasm and momentum by sending frequent emails. Start by inviting your colleagues to visit buildcommunity.org to see your United Way donation in action!
- PROVIDE** co-workers opportunities to learn more by sharing a virtual video story from a United Way community partner
- INVITE** colleagues to take an experiential walk in the shoes of a family living in poverty.
- WORK** with your United Way Relationship Manager to ensure the successful achievement of your goal.
- DO IT ON YOUR OWN** once a donor gives, encourage each one to conduct their own peer-to-peer campaign.
- CELEBRATE** your success!

YOUR UNITED WAY RELATIONSHIP MANAGER IS READY TO ASSIST YOU AT ANY TIME!

**United Way
of York County**

