

*January - May*

- Attend the annual United Way Campaign Celebration
- Encourage employees to volunteer at a United Way program
- Introduce new employees to United Way through the New Hires program (ask your Division Manager or Community Builder for brochure)
- Schedule visits to United Way-supported programs for your employees
- Feature interviews in the company newsletter with employees who have taken a Community Impact tour
- Attend Atlantic Circle's Premier Event, Cocktails & Conversations
- Organize a Day of Caring project
- Provide employees with a list of United Way Community Fund investments (ask your Division Manager or Community Builder for brochure)
- Schedule a Born Learning Workshop for your Company
- Distribute United Way's newsletter to all employees (order extra copies in advance -- at a small charge)
- Consider becoming a Pacesetter company (call your Division Manager for more information)

*June*

- Recruit campaign team
- Outline campaign timeline
- Organize a Day of Caring project
- Feature United Way stories in the company newsletter
- WILL Volunteer opportunity: Become a Rally Reader! and read to children ages 2-5 at a United Way partner agency.

*July*

- Feature interviews in the company newsletter with employees who have taken a Community Impact tour.
- Introduce your campaign team in the company newsletter (photo)
- Send out United Way E-mail messages (ask for disk)

*August*

- Conduct campaign team training
- Encourage employees to tour United Way-supported programs
- Feature United Way stories in the company newsletter
- Send out United Way E-mail messages (ask for disk)
- Organize a Day of Caring project
- Distribute United Way's newsletter to all employees (order extra copies in advance -- at a small charge)

*September*

- Attend United Way's Kickoff event
- Establish a challenging goal (United Way Campaign Manager will help)
- Highlight United Way campaign and Kickoff dates in company newsletter, E-mail, etc.
- Encourage employees to tour United Way-supported programs
- Publicize Kickoff rally (include Community Impact speaker and campaign video)
- Promote the campaign: United Way posters and banners, newsletter, E-mail, etc.
- Offer incentives for campaign participation and increased giving
- Partner with organized labor representatives
- Encourage friendly competition among divisions/departments
- Begin pledge solicitation
- Post campaign progress (thermometer poster)
- WILL Volunteer opportunity: Become a Rally Reader! and read to children ages 2-5 at a United Way partner agency.

*October*

- Highlight campaign results in company newsletter (recognize contributors who supported the campaign at the Leadership Giving and Suggested Giving Guide or Honor Roll levels)
- Conclude pledge solicitation
- Offer Casual Days as a thank you to employees for supporting the United Way campaign. Design a special button name tag for the day ("Dressed this way for United Way" or "Casual Day for United Way")
- Post campaign progress (thermometer poster)
- Attend Atlantic Circle's Monthly Network Opportunity

*November*

- Post success (posters, company newsletter, E-mail, etc.)
- Celebrate your success (Thank You event -- coffee/donuts, BBQ, picnic, etc.)
- Display Thank You posters
- Recognize campaign team members (newsletters, E-mail, staff meeting, etc.)
- Post campaign progress (thermometer poster)

*December*

- Feature a story about how one of your employees was helped by United Way, and thank employees for their support of the United Way campaign
- Introduce new employees to United Way through the New Hires program
- Distribute United Way's newsletter to all employees (arrange for extra copies in advance at a small charge)