

United Way Campaign Checklist

GETTING STARTED

- Meet with your CEO or leadership team to determine the vision for the campaign
- Download brochures, pledge forms, and all the materials you need, including email templates, client stories and request presentation at lauw.org/get-involved/campaign
- Determine your campaign kickoff and end dates
- Confirm your payroll deduction process with your payroll or HR departments*
- Recruit a couple of people to help you with the campaign
- Decide if you want to have a theme, offer incentives, have on-site fundraisers, or want to do a team volunteer activity to kick off the campaign

DURING THE CAMPAIGN

- Kickoff the campaign with an email or video message from the CEO or leadership team encouraging employees to get involved
- Maintain enthusiasm and excitement by sending opportunities for co-workers to learn more frequently. Send client stories, share videos, schedule a virtual or in personal presentation
- Invite co-workers to learn more about the families we serve by going through the online ALICE simulation
- Reach out to LAUW if you need more information or want more engagement opportunities (Brandi Adams-badams@lauw.org)

AFTER THE CAMPAIGN

- Download the Campaign Submission Form from lauw.org/get-involved/campaign
- Complete the form and either submit in a securely sealed envelope to Lake Area United Way, 221 W. Ridge Rd, Griffith, IN 46319 or schedule an in person pick up by emailing Brandi Adams at badams@lauw.org
- THANK THANK THANK your co-workers and employees for participating
- Announce your campaign results to your organization
- CELEBRATE! Your company just helped Lake County families THRIVE through your campaign!

***Information for HR regarding payroll deduction:** Deductions need to begin with the first payroll of the new year and continue for all of the pay periods in your annual payroll cycle (unless otherwise specified by a donor. Payments can be sent every payroll, monthly, quarterly, semi-annually, or annually- please just notify Brandi Adams at badams@lauw.org how you will be making payments. Payments can be sent to Lake Area United Way, 221 W. Ridge Rd., Griffith, IN 46319



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