

Campaign Calendar

July 12 _____ Campaign Leadership Team Appreciation Luncheon
July 18-29 _____ Lists to CLT
July 29 _____ Confirm Accounts
August 1 – 5 _____ Team Meetings
August 8 – 26 _____ Contact Assigned Accounts to Schedule Appointments
August 10 _____ Power of the Purse Event
August 31 _____ Community Campaign Kick-off Event
September – October _____ Dine United
September 1 _____ Helias HS Live United Game Night
September 1 – 16 _____ Meet Accounts/Deliver Packets/Set Campaign Rallies
September 7 – 8 _____ Days of Caring
September 12 _____ Mid Missouri's Got Talent Event
September 15 _____ Jefferson City HS Live United Game Night
September 19 – October 7 _____ Follow up on Accounts
September 22 _____ California HS Live United Game Night
October 6 _____ Blair Oaks HS Live United Game Night
October 7 – 21 _____ Pick up Packets
October 21 _____ DEADLINE: All Packets Collected
November 2 _____ Victory Celebration



United Way of Central Missouri

United Way of Central Missouri
205 Alameda Drive
Jefferson City, MO 65109
(573) 636-4100

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CAMPAIGN LEADERSHIP TEAM TOOL KIT

If you
can
dream it
you
can
do it!



Thank you for being part of the campaign magic as we work together to fight for the **health, education, financial stability** and **basic needs** of every person in our community!



United Way of Central Missouri

If you can *dream it* you can *do it*

Your role as a Campaign Leadership Team Member



Steps to a Successful Campaign

1 PRE-CAMPAIGN (4-6 WEEKS PRIOR TO CAMPAIGN KICK-OFF)

- Obtain CEO support and endorsement of campaign
- Host planning meetings with United Way representatives
- Build your United Way campaign team
- Set a goal and identify campaign strategies/events

2 CAMPAIGN TIME (1 WEEK - 2 WEEKS)

- Publicize the campaign and host a kick-off event
- Emphasize leadership giving and management participation
- Conduct one-on-ones and retiree solicitation
- Hold special events and implement incentive strategies
- Track and communicate your progress

3 POST-CAMPAIGN (1 WEEK)

- Collect final pledges and wrap-up special fundraisers
- Report results to United Way of Central Missouri
- Celebrate results internally and thank donors
- Evaluate campaign success and make recommendations

4 YEAR-ROUND CAMPAIGN

- Provide new hires the opportunity to give
- Schedule year-round volunteer opportunities

Quick Facts About the 2017 Campaign

Goal: \$1.875 Million

Theme: Disney

Slogan: If you can dream it, you can do it!

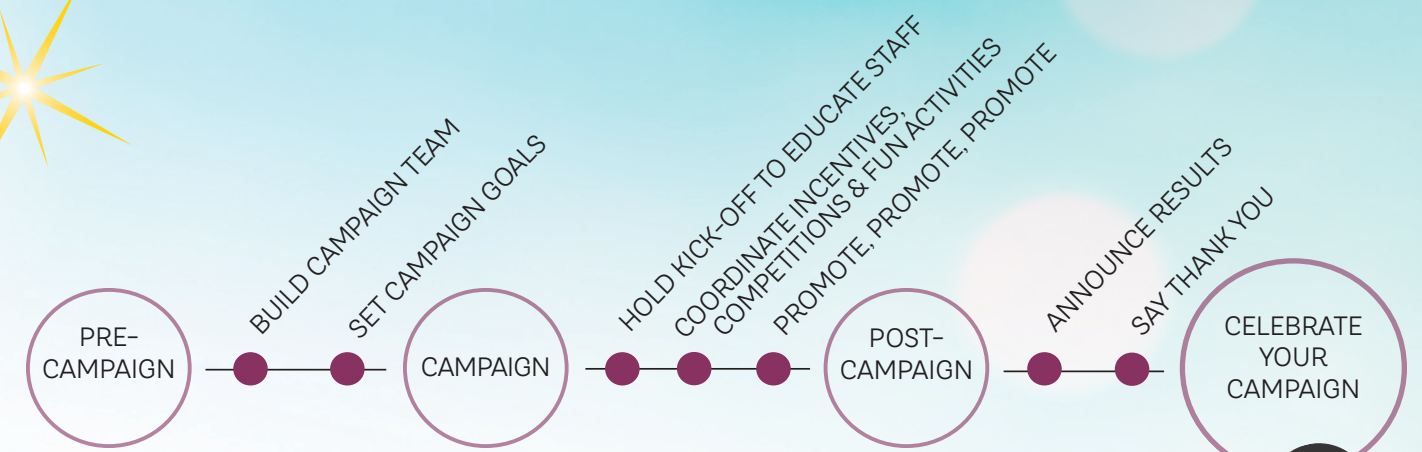
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