

CAMPAIGN CALENDAR

DATE	EVENT	TIME	LOCATION
July 10*	Pacesetter Campaign Launch	7:45 AM	The Millbottom
July 11 - August 25*	Pacesetter Campaign		
August 30*	Pacesetter Results Due to UW		
September - October	Dine United		Local Restaurants
September - October	LIVE UNITED Game Nights		Local Schools
September 12	Community Campaign Launch	3:30 PM - 6:00 PM	Capital Bluffs
September 20	Day of Caring	9:00 AM - 4:00 PM	United Way Agencies
October 17	Power of the Purse	5:30 PM - 8:30 PM	Capital Bluffs
November 8	Community Campaign Results Due to UW		
November 21	Victory Celebration	8:00 AM - 9:30 AM	Missouri Farm Bureau

**Information specific to Pacesetter Companies.*



United Way
of Central Missouri

205 Alameda Drive
Jefferson City, MO 65109
(573) 636-4100

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THE POWER OF LOVE

EMPLOYEE CAMPAIGN COORDINATOR TOOLKIT



STEPS TO A SUCCESSFUL CAMPAIGN

PRE-CAMPAIGN (2 - 4 WEEKS PRIOR TO YOUR CAMPAIGN KICKOFF)

- 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

CAMPAIGN TIME (1 WEEK - 2 WEEKS)

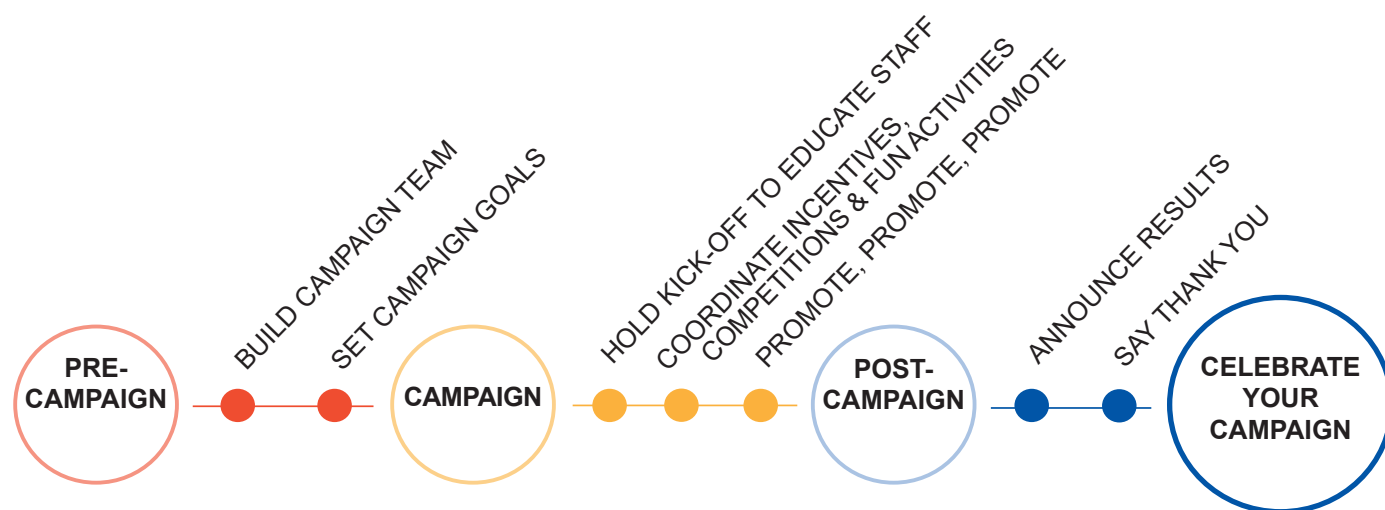
- Publicize the campaign and host a kickoff event with a presentation from the United Way team
- Emphasize leadership giving and management participation
- Conduct one-on-ones and retiree solicitation
- Hold special events and implement incentive strategies
- Track and communicate your progress

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

YEAR-ROUND CAMPAIGN

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



FUNDRAISING TIPS

Implement
fun activities
to encourage
participation &
team building

Set a
dollar amount
or participation
goal

Provide
incentives &
friendly
competition
to encourage giving

Don't forget crowd
favorites like
casual day,
VIP parking &
PTO days

*For additional campaign information & tools visit
our website at www.unitedwaycemo.org/campaign.*

BACK TO THE FUTURE- THEMED ACTIVITY IDEAS

- Pizza Party & 'Tab'
- Skateboarding Relay Race
- Timed Hot Wheel Races
- Enchantment Under the Sea Party
- Guitar Hero Contest
- Back to the Future Trivia Contest
- Wager on your Co-Workers with Sports Almanacs
- Costume Contest
- Milkshakes at the Diner
- Wild West Hill Valley Festival

QUICK FACTS

Goal: \$2.6 Million

Theme: Back to the Future

Slogan: The Power of Love

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