

# SAMPLE CAMPAIGN SCHEDULE

## MONDAY

### **Campaign Kickoff**

Host a company kickoff to share who United Way is, the importance of United Way, and the corporate responsibility of your company. Speakers can include company leadership, United Way, or a nonprofit partner.

## TUESDAY

### **Campaign Activity (ex. Trivia)**

Complete a quiz about your coworkers, your company, United Way, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, or an office or virtual scavenger hunt.

## WEDNESDAY

### **Volunteer Day**

Encourage employees to volunteer with a kit packing activity, collection drive, Lunch & Learn or by heading out to a nonprofit partner to volunteer. United Way staff can help plan this volunteer activity.

## THURSDAY

### **Campaign Activity (ex. Seasonal activity)**

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, and more.

## FRIDAY

### **End Celebration**

Celebrate a successful campaign and encourage last minute donations by bringing your team together for a final day of fun.