

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.