



Sample Two-Week Campaign Calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week One Of Campaign	Kick-off event	Canvass employees		Early bird draw	Send campaign updates
Week Two Of Campaign		Special event			Casual day (free for all donors) Final draw
<p>Kick-Off is a free Awareness Event Must return pledge form to be eligible for draws</p>					
<p>Campaign Ambassadors personally deliver pledge forms and speak with each employee</p>					
Post Campaign	Wrap-up event with thank you		Campaign evaluation debrief with Campaign Committee		<p>Important! Submit pledge forms & cash to United Way. Don't forget required copies for your payroll department</p>