

2016 United Way Campaign Timeline

Dates	Time	Location	Objective
January-July	N/A		Planning
			Develop campaign team, plans, themes and objectives by June 1st
January-May	N/A		Review campaign structure and process
			Identify potential members for the Campaign Cabinet
March			Announcement of Campaign Chair in the media
May 15th	5:30 - 7:00 pm	The Great Hall	Leadership Circle Donor Reception / Spirit of the Community
February - June	N/A		Develop campaign theme and direction
May 15th	N/A		Deadline for recruiting Campaign Cabinet / LE's
June 8	4-5:00pm		Campaign Cabinet & Loaned Executive Meet and Greet
June/July	N/A		Meet with United Way staff liaisons
			Division Analysis & begin division volunteer recruitment
August 1st	N/A		Division Kick-offs & Mailings go out (select divisions)
August 10th	8:00a - 4:00p		Campaign Cabinet & Loaned Executive Training
August 10th	Strosacker/12:00 - 5:00 pm		Campaign Material Pick-Up
August 11th	4:00-5:00pm / Strosacker		United Way Board meets and approves campaign goal
September 12th	Impact Awareness campaign	Local Public Schools	Draw attention to the needs of early learners
September 14th	8:00-9:30 am	Strosacker Center	Campaign Cabinet & Loaned Executive Meeting
October 5th	8:00-9:30am	Strosacker Center	Campaign Cabinet & Loaned Executive Meeting
October 19th	8:00-9:30am	Strosacker Center	Campaign Cabinet & Loaned Executive Meeting
October 31st			Black out Period Ends / Official end of campaign
Early November			Wrap-up meeting with Divisions, Debrief/Evaluation
Mid-November	Final Report to the Community		Report final campaign results and thank community
November - January			Personal Thank You to donors from staff, LE's & Cabinet.
January - March			United Way campaign thank you tour