

Workplace Campaign Planning Matrix

TASK	TARGET DATE	DATE COMPLETED	NOTES
Attend ECM Training			
Recruit Campaign Committee			
Obtain CEO endorsement and support			
Secure a corporate gift or corporate match commitment			
Develop Campaign Plan <ul style="list-style-type: none"> ▪ Determine campaign timeline ▪ Set campaign goal ▪ Choose marketing strategy ▪ Set incentives ▪ Plan special events 			
Send endorsement letter from your CEO to all employees			
Personalize pledge forms			
Plan company kick-off event, tours, speakers			
Send e-mail communications to notify staff of campaign activities			
Request management to make appearances at kick-off and presentations			
Schedule campaign solicitations to ensure everyone is personally asked to give			
Prepare final report for United Way			
Report final results to employees			
Thank employees and campaign committee with events, letters, etc.			
Implement new hires and retirees program			