Leadership Campaign Timeline

United Way
Alberta Capital Region
Change starts here.

4 – 6 Weeks before Kick Off

- Determine Leadership Employee Campaign Chair

4 Weeks before Kick Off

- Segment employee lists to identify leadership donors
- Explain United Way of the Alberta Capital Region leadership giving program to organizing committee
- Plan and schedule a Management / Leadership breakfast

2 – 4 Weeks before Kick Off

- Determine agenda for Management / Leadership breakfast
- Personalize management pledge cards for Leadership giving

1 Week before Kick Off

- Host Management / Leadership breakfast
  - Educate attendees on the benefits of giving to the United Way
  - Thank leadership donors and/or prospective leadership donors
- Conduct Management / Leadership solicitation
  - Arrange meetings with Management and prospective leadership donors to communicate the impact of their gift to the United Way
  - Follow up with each colleague to encourage participation

Week of Campaign Kick Off

- Publicize results of Management / Leadership Campaign to the rest of the organization

Campaign Wrap Up

- Prepare written evaluation / recommendations for Management and next year's Leadership Campaign Coordinator
  - Obtain evaluations and thank any other significant organizers
- Select Chair for next year's campaign

Post Campaign

- Hold "thank you" events
- Work with your United Way Campaign Manager to develop a year-round communications plan to inform Leadership donors about how their investment creates a better tomorrow for all

Give. Volunteer. Act.

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