


Sample Two-Week Campaign Calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Start advertising the campaign to let employees know its coming (posters, emails, etc.)		Attend a campaign training workshop (or contact UWHPE to arrange a one on one meeting).	Set a GOAL for your workplace - Participation rate or dollars raised. Aim to grow campaign from previous year.	
Pre-Campaign					
	Campaign Promotion: Promote upcoming events in your workplace.	Train Canvassers	Leadership Presentation: Held one week prior to kick off to set the pace and build momentum.		
Campaign Week 1		Campaign Kick-Off Breakfast, Lunch, Break-UWHPE & Agency Speaker, CEO support/remarks (can take as little as 10 minutes).			Casual Day Early bird draw for pledge forms collected.
Campaign Week 2	Continue canvassing for the week.		Campaign Events: Book/Bake Sale, Chili Cook Off, BBQ, VIP parking spot, Raffle draws.	Collect all pledge forms.	Wrap Up Event: Announce success and thank everyone. Invite UWHPE to join 😊
Post Campaign		Collect last of the pledge forms (follow up with employees who were away).		Submit pledge cards and event dollars to UWHPE. Don't forget to forward copies to your payroll department.	United Way HPE 55 Harriett St, Belleville, ON K8P 1V6 (613) 962-9531

Kick-offs are best scheduled for Tuesday, Wednesday or Thursday to attract as many employees as possible and not interfere with flex days.

*ECC and Campaign Canvassers should personally deliver pledge packages and speak with each employee.