

# CAMPAIGN CHECKLIST

## United Way of Windham County

- [Build your team](#). It takes more than one person to run a successful campaign! **Bonus:** With company wide representation, people will be more excited and inclined to participate.
- Set a strategy with your [Campaign Representative](#). (Don't forget to incorporate an Advanced Leadership Giving campaign and strategy!) Don't know who your Campaign Representative is? Find them [here](#)
- Complete United Way's Employee Campaign Coordinator (ECC) training. **Stay tuned** for upcoming webinars and online learning!
- Keep an eye on your inbox for ECC campaign tips and info; keeping you up-to-date with ways to make your virtual campaign a success, engage your employees, and so much more! **Not getting the emails?** Reach out to your [Campaign Representative](#).
- Work with your [Campaign Representative](#) to set a campaign goal – whether it's dollars or percent of participation – and confirm that goal with top-level management. **Did you know?** A goal provides a rallying point for your whole company and allows employees to work together to reach an achievable result –even if you're not in the office together.
- Plan [virtual events](#) and schedule [communications](#) to employees.
- There are several online giving options available for your company's campaign. Talk to your [Campaign Representative](#) to find out more about the options that will fit your campaign and help make it a success!

