

Campaign Calendar Template

Day 1	Day 2	Day 3	Day 4	Day 5
Campaign Kickoff	Campaign Activity	Campaign Activity	Campaign Activity	End Celebration
Host your company kickoff to share who United Way is, the importance of United Way, and the corporate responsibility of your company. Speakers can include company leadership, United Way, or a nonprofit partner.	Send out the “Why United Way” email. Complete a fundraising activity, challenge your teams UW knowledge and with the trivia game for a chance to win a prize. End the day with the “United Way’s Impact” email.	Send out “ United Way’s Impact” or “Mid-Campaign” email & report progress towards your goal. Other activities could include United Way bingo, photo competitions like pet matching, or an office or virtual scavenger hunt.	Send out the “Final Reminder” Email. For another campaign event, use time to your advantage. Popular fall activities include pumpkin carving competition, chili cook-off, and more.	Gather & Celebrate a successful campaign and encourage last minute donations by bringing your team together for a final day of fun. Thank Donors!