

# Campaign Check List



United Way  
of Central Louisiana

Use this recommended checklist to execute an engaging and successful fundraising campaign for United Way of Central Louisiana

**Pro Tip: Send companywide calendar holds to get your campaign events on people's radar!**

PREPARE   PLANNING	Recommended Timing	Your Date	Completed
Attend UWCL Campaign Kick Off	TBD		
Recruit campaign team	7 weeks before Kick Off		
Set a goal and incentives	5 weeks before Kick Off		
Plan special fundraising events (e.g. Raffles, ticketed events, etc)	5 weeks before Kick Off		
Confirm/schedule leadership representation for Kick Off and other campaign events	4 weeks before Kick Off		
Plan the agenda for the Kick Off events	4 weeks before Kick Off		
Request UW speaker for Kick Off	4 weeks before Kick Off		
Request UW Volunteer Experience	4 weeks before Kick Off		
Request & submit pledge data (virtual or physical)	2 weeks before Kick Off		