

# CAMPAIGN CHECKLIST

## UNITED WAY OF GREATER ST. LOUIS

- ☐ [Build your team](#). It takes more than one person to run a successful campaign! **Bonus:** With companywide representation, people will be more excited and inclined to participate.
- ☐ Set a strategy with your Campaign Representative. (CR) (Don't forget to incorporate an Advanced [Leadership Giving](#) campaign and strategy!) Don't know who your CR is? Email [ecchelpdesk@stl.unitedway.org](mailto:ecchelpdesk@stl.unitedway.org).
- ☐ Complete United Way's Employee Campaign Coordinator (ECC) training. **Stay tuned** for upcoming webinars and online learning!
- ☐ Keep an eye on your inbox for the ECC Insider to get campaign tips and info from the pros. The newsletter will keep 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 [ecchelpdesk@stl.unitedway.org](mailto:ecchelpdesk@stl.unitedway.org).
- ☐ [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.

Helping people.

