

LIVE UNITED™

2010 CAMPAIGN CAMPAIGN COORDINATOR CHECKLIST

- Read all campaign materials.
- Mark your calendar** with the reporting deadlines.
- Make your increased pledge first. Before asking your co-workers for their campaign pledge, make your own pledge and lead by example. You'll feel even better about your gift.
- Show the campaign film *before* you distribute the pledge forms.
- Personally contact anyone assigned to you, give them their pledge forms at the film presentation, and ask for a contribution.
- Meet one-on-one with anyone assigned to you and explain the difference they'll make when they support United Way – especially its Community Fund.
- Ask for the gift.**
 - Hand each person a personalized pledge form.
 - Encourage co-workers to give through the convenience of payroll deduction.
- Collect all pledge forms (even those that are not filled out), cash contributions, and checks in time to meet reporting deadlines. Be sure that:
 - All pledge forms are signed.
 - All bill-direct information is correct and signed.
 - All cash and checks are paper-clipped to the pledge forms.
- Encourage employees who haven't pledged to make a decision.
- Turn in all forms, checks, and cash to your campaign coordinator.
- Thank every supporter and each person who took the time to listen.** *Let them know that, on behalf of United Way and all those being helped in our community- "thank you, and know that your gift makes a real difference every day of the year." Be sure to thank those who chose not to contribute but took the time to listen.*