

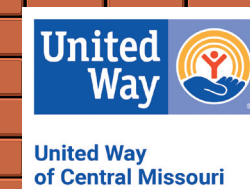
# CAMPAIGN CALENDAR

DATE	EVENT	TIME	LOCATION
*June 28	Pacesetter Campaign Launch	7:45 AM	The Millbottom
*July 12 - August 25	Pacesetter Campaign		
*August 29	Pacesetter Results Due to UW	5:00 PM	
September - October	Dine United		Local Restaurants
September 6	Community Campaign Launch	3:30 PM - 6:00 PM	Capital Bluffs
September 6 - October	Community Campaign		
September 7 & 8	Days of Caring	8:00 AM - 5:00 PM	United Way Agencies
October 20	Community Campaign Results Due to UW	5:00 PM	
November 2	Victory Celebration	7:45 AM	Missouri Farm Bureau

\*Information specific to Pacesetter Companies.

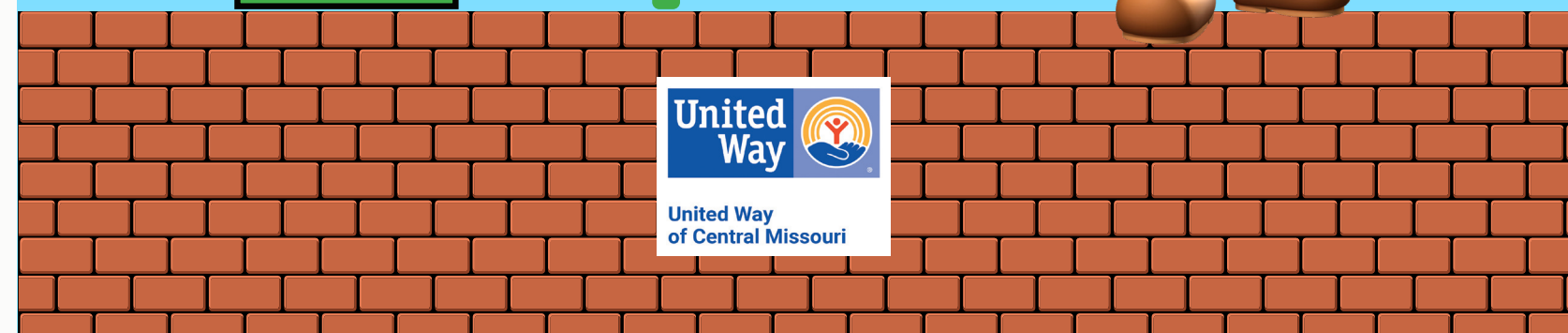
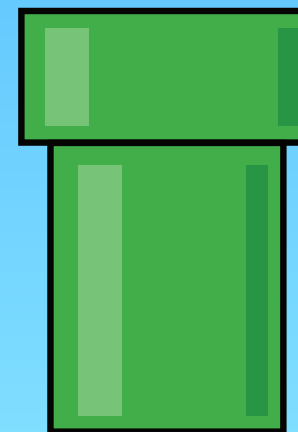


United Way  
of Central Missouri  
205 Alameda Drive  
Jefferson City, MO 65109  
(573) 636-4100



# EMPLOYEE CAMPAIGN COORDINATOR TOOLKIT

TOGETHER  
ANYTHING IS  
POSSIBLE



# STEPS TO A SUCCESSFUL CAMPAIGN

1

## PRE-CAMPAIGN (2 - 4 WEEKS PRIOR TO YOUR CAMPAIGN KICKOFF)

- Obtain CEO support and endorsement of campaign
- Host planning meetings with United Way representatives
- Build your United Way campaign team
- Set a goal and identify campaign strategies/events

2

## CAMPAIGN TIME (1 WEEK - 2 WEEKS)

- Publicize the campaign and host a kickoff event with a presentation from the United Way team
- Emphasize leadership giving and management participation
- Conduct one-on-ones and retiree solicitation
- Hold special events and implement incentive strategies
- Track and communicate your progress

3

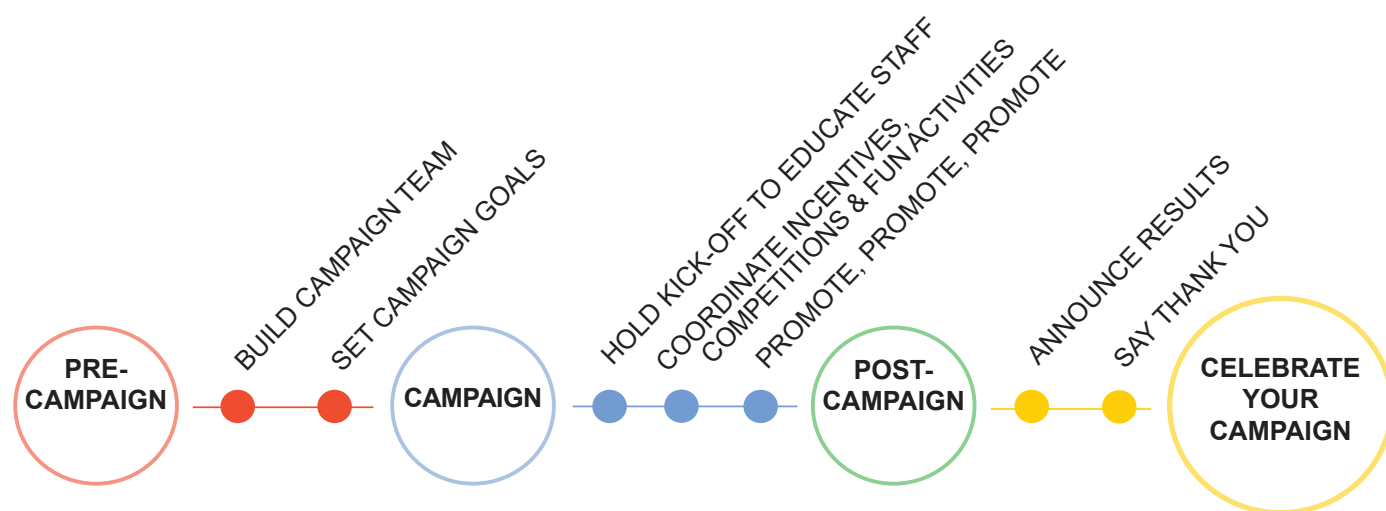
## POST-CAMPAIGN (1 WEEK)

- Collect final pledges and wrap-up special fundraisers
- Report results to United Way of Central Missouri
- Celebrate results internally and thank donors
- Evaluate campaign success and make recommendations

4

## YEAR-ROUND CAMPAIGN

- Provide new hires the opportunity to give
- Schedule year-round volunteer opportunities



# FUNDRAISING TIPS

Implement fun activities to encourage participation & team building

Set a dollar amount or participation goal

Provide incentives & friendly competition to encourage giving

Don't forget crowd favorites like casual day, VIP parking & PTO days

For additional campaign information & tools visit our website at [www.unitedwaycemo.org/campaign](http://www.unitedwaycemo.org/campaign).

## SUPER MARIO-THEMED ACTIVITY IDEAS

- ★ Mustache Growing Contest
- ★ Mario Kart Tournament (with Betting Squares!)
- ★ Character Costume Contest
- ★ Tricycle/Scooter Races
- ★ Mario Items Scavenger Hunt
- ★ Kandy Kart Sales
- ★ Potato Sack Races
- ★ Pin the Mustache Contest
- ★ Giant Jenga Competition
- ★ Costume Relay Race
- ★ Yoshi Egg Hunt

## QUICK FACTS

Goal: \$2.4 Million

Theme: Super Mario

Slogan: Together Anything Is Possible

[unitedwaycemo.org](http://unitedwaycemo.org)

    @unitedwaycemo

#LiveUnitedMidMO