



Campaign Timeline

| Step | Date | Tasks |
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| Attend CM Workshop | 8/16 | <ul style="list-style-type: none"> Gain knowledge and develop skills necessary to run an effective campaign |
| Meet With Your Donor Engagement Team member | | <ul style="list-style-type: none"> Begin to plan employee campaign |
| Obtain CEO's Endorsement and Support | | <ul style="list-style-type: none"> Ask if your company will be making a corporate gift Schedule management to make appearances and speak at employee rallies Request time and budget for campaign-related meetings and activities Have him/her endorse campaign announcement and retiree letter |
| Recruit Campaign Committee | | <ul style="list-style-type: none"> Recruit team members from all departments, as well as a retiree Remember to include a member from management to work with the BridgeBuilders Society campaign Educate your committee members on UWM's role in the community Assign roles, responsibilities and accountabilities |
| Plan Your Campaign | | <ul style="list-style-type: none"> Develop a strategy to promote a BridgeBuilders Society campaign Develop a strategy to increase retiree contributions Decide on a goal and method to track results Create a theme and appropriate activities Develop incentives for employee campaign participation Select and announce a campaign kickoff date Develop and promote a campaign event schedule Order campaign supplies from your Donor Engagement Team member |

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| <p>Educate Employees and Publicize Campaign</p> | | <ul style="list-style-type: none"> • Hold a special event for BridgeBuilders Society members and prospects • Provide educational opportunities such as kickoff events, employee rallies and volunteer projects • Schedule a UWM staff member to speak at your employee rallies • Spread the word through e-mails, newsletter articles, voicemail messages and CEO letters; utilize UWM marketing materials (posters, brochures and video) |
| <p>Make the Ask</p> | | <ul style="list-style-type: none"> • Ask all employees and retirees to donate • Emphasize using payroll deduction • Offer fun activities and gifts to promote on-the-spot pledging • Follow-up with employees who did not attend a rally |
| <p>Report Results and Say Thanks</p> | | <ul style="list-style-type: none"> • Tally and report your results to your UWM representative as soon as possible • Share results with the entire organization • Say thank you by conducting a special celebration event for contributors • Send personalized thank you letters to contributors signed by your CEO |