



UNITED WAY
Greater Cleveland

WORKPLACE CAMPAIGN PLANNING TIMELINE

Every campaign is different and the DonorPoint platform is customizable to meet the needs of your individual company. This checklist will assist you in developing and running a successful campaign. Providing the below materials will help you, your team and United Way of Greater Cleveland (UWGC) determine your specific needs. If you have any questions, please contact your UWGC Account Manager.

Company Name: _____

UWGC Account Manager: _____

Campaign Launch Date: _____

ITEM	OPTIONAL OR MANDATORY	DATE NEEDED
DonorPoint Building Guide	Mandatory	6 weeks before launch -
Workplace Campaign Communication Planner	Mandatory	4 weeks before launch -
Company Logo (PNG)	Mandatory	4 weeks before launch -
Employee File*	Mandatory	4 weeks before launch -
Custom Email Messages (in MS Word file)	Optional	6 weeks before launch -
Goal Amounts	Optional	4 weeks before launch -
Special Event Materials	Optional	4 weeks before event launch -

**Please review the Employee File Template. Providing the employee data to the specifications listed helps facilitate the processing of campaign results.*

Delay in providing the above items in the specified timeframe may delay campaign launch.

For United Way of Greater Cleveland Use Only

Company Name: _____

UWGC Account Manager: _____

Company FRID: _____

Employee Campaign Manager: _____