



2026/27 CAMPAIGN COORDINATOR CHECKLIST

Your campaign doesn't have to be complicated. Use this checklist as a guide, make it your own, and know that we're here to help every step of the way.

GET READY

- ☐ Connect with your United Way team
- ☐ Choose your campaign dates
- ☐ Set a goal
- ☐ Decide how you'll invite employees to participate
- ☐ Gather your campaign materials

KICK IT OFF

- ☐ Share why your workplace chooses to LIVE UNITED
- ☐ Introduce this year's theme: *Community doesn't just happen. It takes people who care.*
- ☐ Give employees an opportunity to learn about local impact
- ☐ Share the pledge portal and/or distribute pledge forms

MAKE IT YOUR OWN

- ☐ Send a few reminders during the campaign
- ☐ Share United Way stories, impact information or videos
- ☐ Make it fun with food, friendly competition, drawings or whatever works for your workplace
- ☐ Remind your colleagues that every gift and every level of participation matters

WRAP IT UP

- ☐ Review paper pledges for completeness
- ☐ Provide payroll-deduction information to HR/Administration
- ☐ Reconcile online and paper pledges
- ☐ Complete your Campaign Report
- ☐ Return pledge forms, payments and campaign materials to UWNKY

CELEBRATE!

- ☐ Thank your coworkers for participating
- ☐ Pat yourself on the back! You helped give people in your workplace an opportunity to strengthen their community.

Questions? Need an idea? Want us to visit your workplace?
We're here to help. (315) 788-5631 | dawn.cole@unitedway-nny.org

COMMUNITY DOESN'T JUST HAPPEN.
Thanks for showing up.