

2011 United Way Campaign Timeline

Dates	Time / Location	Objectives	Owner
January-June	N/A	Planning Develop campaign team, plans, themes and objectives by June 1st	HM, HB & AF
January-March	N/A	Review campaign structure and process Identify potential members for the Campaign Cabinet	AF & KP
March	N/A	Announcement of Campaign Cabinet Chair in the media	HM & AF
March 11th	N/A	Deadline for recruiting Campaign Cabinet members	AF & KP
March 16th	8:00-9:00am / Strosacker	First Campaign Cabinet Meeting	Division Chairs & UW Staff
March 21st-April 15th	N/A	Meet with United Way staff liaisons Division Analysis & begin division volunteer recruitment	Division Chairs & UW Staff
April 5th	11:30am-1:00pm / Strosacker	2010-2011 Campaign Cabinet members meeting Past members share ideas with new members	Division Chairs & UW Staff
April 13th	8:00-9:00am / Strosacker	Campaign Cabinet Meeting Progress reports from all divisions Assess potential of each division and develop plans	Division Chairs & UW Staff
April 15th-May 15th	Community	Spring Season of Caring begins	DB
April 15th	N/A	Begin recruitment for Pacesetter accounts Begin recruitment for Loaned Executives	Division Chairs & UW Staff
May 2nd-May 6th	N/A	Meet with United Way liaisons regarding goal	Division Chairs & UW Staff
May 2nd	N/A	Develop campaign theme and direction	HM & Communications Division
May 4th	6:00pm / Midland Country Club 7:00pm / Midland Country Club	Leadership Circle private reception Spirit of the Community Celebration	UW Staff & Donors UW Staff
May 11th	4:30-5:30pm / Strosacker	United Way Board meets and approves campaign goal	AF & Board
May 18th	8:00-9:00am / Strosacker	Campaign Cabinet Meeting Announce Campaign Goal	Division Chairs & UW Staff
June-July	N/A	Training & Cultivation Campaign Division volunteer training	Division Chairs
June 3rd	N/A	Deadline for recruiting Pacesetter accounts Deadline for recruiting Loaned Executives Deadline for recruiting Division Volunteers	Division Chairs & UW Staff
June 15th	8:00-9:00am / Senior Services	Campaign Cabinet Meeting	Division Chairs & UW Staff

Dates	Time / Location	Objectives	Owner
July 27th & 28th	Day 1 / Strosacker Rm 110 Day 2 (1/2 Day) / The Arnold Center	Loaned Executive Training Campaign Chair on 28th from 11:30am-1pm	AF & Communications Team KP
August 1st	N/A	All campaign materials complete	HM
August 10th	8:00-10:15am / Strosacker	Pacesetter Kick-off Breakfast & Training	AF
August 17th	8:00-9:00am / Strosacker	Campaign Cabinet Meeting	Division Chairs & UW Staff
September 12th	N/A	Division Kick-offs & Mailings go out	Division Chairs & UW Staff
September 15th	Midland Center for the Arts	Campaign Kick-Off Pacesetter Report	Division Chairs & UW Staff
September 17th	N/A	Fall Season of Caring	UW Staff
October 5th	8:00-9:00am / Strosacker	Campaign Cabinet Meeting	Division Chairs & UW Staff
November	N/A	Wrap-up meeting with Divisions Maintain volunteer involvement Debriefing / Evaluation Thank you letters to volunteers and contributors	UW Staff
November 2nd	8:00-9:00am / Strosacker	Campaign Cabinet Meeting	Division Chairs & UW Staff
November 4th	N/A	Campaign Ends	
November 16th	5:00-7:00pm TBA	Final Report at Chamber Connection	Division Chairs & UW Staff

United Way Campaign Staff
AF- Ann Fillmore
DB - Denise Blasy
EA- Erica Andrews
KS- Kim Schultz
HM- Holly Miller
HAB- Heather Brubaker

Campaign Cabinet Meetings held in Strosacker Building will be in Conference Room 110
