[ ]  Schedule your Workplace Giving Campaign dates and decide if campaign will be in person or virtual.

[ ]  Recruit a team of people from different departments and levels to help with your campaign

[ ]  Meet with your UPAF Loaned Executive to:

[ ]  Set goals

[ ]  Brainstorm activities

[ ]  Explore the Prop Shop

[ ]  Learn how to print or share marketing materials

[ ]  Get familiar with our Performance Library including our incredible campaign, community outreach and performance videos\*

[ ]  Determine how to collect your pledges (online vs. paper. Online is free, easy and preferred)\*

[ ]  Submit Workplace Giving set-up form for online giving\*

[ ]  Check to see if your company has a matching gift policy. If so, include this in your communication to your employees

[ ]  Organize campaign activities and incentives\*

☐ Host a separate Leadership event and ask top management to fill out their pledge cards\*

[ ]  Customize UPAF email templates and schedule them throughout your campaign\*

[ ]  Distribute a message from your CEO to all staff announcing the campaign in advance of your start date\*

[ ]  Display posters and brochures\*

[ ]  Host an official kickoff event, possibly including a UPAF performer and/or speaker, to create excitement\*

[ ]  Hold prize drawings during your event(s)

[ ]  Host a Next Generation UPAF event for young professionals (ages 20s, 30s and 40s) in your organization

[ ]  Check that all employees have responded with pledges. Aim for 100% participation

[ ]  Collect your pledges, calculate results and submit final totals to UPAF\*

[ ]  Hold a wrap up event to thank everyone who contributed to the campaign\*

[ ]  Award prizes for any campaign competitions\*

[ ]  Ask your CEO to send a “thank you” letter to all employees for their participation

[ ]  Announce your results to all employees

\*Resources Available in Prop Shop — UPAF.org/ambassador-prop-shop