

2009 United Way Campaign Timeline

DATES	TIME / LOCATION	OBJECTIVES	OWNER
Planning January - June	NA	Develop campaign team, plans, themes and objectives by June 1	Michelle Wilkins, Holly Miller, Heather Bean & Ann Fillmore
January - March	NA	Review campaign structure and process. Identify potential members for the Campaign Cabinet.	MW, AF & Campaign Chair
February 18th	7:30-8:30am / The H	United Way Annual Meeting - Strosacker Award - Introduce 2009 Campaign Chair: Press Release	Campaign Chair & AF & HM - Press Release
March 11th	NA	Deadline for recruiting Campaign Cabinet members	MW, AF & Campaign Chair
March 20th	8:00-9:00am / Strosacker	First Campaign Cabinet Meeting	Division Chairs & UW Staff
March 13th - April 17th	NA	Meet with United Way staff liaisons - analyzing your Divisions & begin recruiting of all division volunteers	Division Chairs & UW Staff
April 15 - May 15	Community	Spring "Season of Caring" begins	Volunteer Center
April 15th	11:30AM-1:00pm / Strosacker	2008 Campaign Cabinet members meet with the 2009 Campaign Cabinet members to share ideas (lunch provided)	Division Chairs & UW Staff
April 17th	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 17th	NA	Begin recruitment for Pacesetter accounts	Division Chairs & UW Staff
April 17th	NA	Begin recruitment of Loaned Executives	Division Chairs & UW Staff
Every other year	NA	Tocqueville Event 2010	UW Staff & Campaign Chair & ADT Members
May 1st - May 8th	NA	Meet with United Way liaison regarding goal	Division Chairs & UW Staff
May 1st	NA	Develop campaign theme and materials	HM & Communications Division
May 8th	8:00-9:00am / Strosacker	Campaign Cabinet Meeting	Division Chairs & UW Staff
May 12th	4:30 - 5:30pm / Strosacker	United Way Board meets and approves campaign goal	MW & AF & Board
June - July Training & Cultivation	NA	*Train all campaign division volunteers	Division Chairs
June 1st	NA	Deadline for Loaned Executives	Division Chairs & UW Staff
June 1st	NA	Deadline for enrolling Division volunteers	Division Chairs & UW Staff
June 1st	NA	Deadline for enrolling Pacesetter accounts	Division Chairs & UW Staff
June 12th	8:00-9:00am / Arnold Center	Campaign Cabinet Meeting held at Arnold Center Announce Campaign Goal	Division Chairs & UW Staff
18-Jun	Holiday Inn 5:30-7:00 PM	Leadership Circle Event	Campaign Chair & UW Staff & LC Members
July 29th & 30th	1 1/2 day training / Strosacker Building (1st Day) Arnold Center (2nd Day)	Loaned Executive Training	MW, HB & AF (Campaign Chair meets on 30th from 11:30am - 1pm)

2009 United Way Campaign Timeline

DATES	TIME / LOCATION	OBJECTIVES	OWNER
August 1st	NA	All campaign materials complete	HM, (HB & KS Pack Bags)
August 12th	8:00-10:15am / Strosacker	Pacesetter Kickoff Breakfast and Training	MW, HB & AF
August 28th	8:00-9:00am / Strosacker	Campaign Cabinet Meeting	Division Chairs & UW Staff
Before September 18th	NA	Division Kick-offs & Mailings go out	Division Chairs & UW Staff
CAMPAIGN	NA	begun by Pacesetter campaigns	All Staff
September 18th	7:30-8:30am-TBD	Campaign Kick-Off/ Pacesetter Report breakfast- TBD	Division Chairs & UW Staff
September 19th	NA	Fall Day of Caring	Volunteer Center
October 2nd	8:00-9:00am / Strosacker	Campaign Cabinet Report Meeting	Division Chairs & UW Staff
October 23rd	8:00-9:00am / Strosacker	Campaign Cabinet Report Meeting	Division Chairs & UW Staff
Campaign Wrap - Up	NA	*Campaign Ending and Wrap Up *Thank you's, evaluation and continuity to next year	HB, MW & AF
November 9th	NA	Campaign Ends (All Envelopes In, No Meeting)	Division Chairs & UW Staff
November 12th	4:30-5:30pm / Location TBD	Final Report	Division Chairs & UW Staff
Month of November	NA	*Wrap-up meetings with Divisions *Maintain volunteer involvement and responsibility through Thanksgiving *Debriefing/evaluation *Thank you letters to volunteers and contributors	UW Staff

United Way Campaign Staff

Ann Fillmore	AF	Kim Schultz	KS
Michelle Wilkins	MW	Holly Miller	HM
Heather Bean	HB	Heather Brubaker	HAB
		Janet Fergin	JF

United Way of Midland County

220 West Main St. Suite 100
Midland, MI 48640
989-631-3670
Cabinet meetings will be held in
Conference Room 110 of the Strosacker Building