

## 2010 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 17th	7:30-8:30am / The H	United Way Annual Meeting - Strosacker Award - Introduce 2010 Campaign Chair: Press Release	Campaign Chair & AF & HM - Press Release
March 11th	NA	Deadline for recruiting Campaign Cabinet members	MW, AF & Campaign Chair
<b>March 12th</b>	<b>8:00-9:00am / Strosacker</b>	<b>First Campaign Cabinet Meeting</b>	Division Chairs & UW Staff
March 19th - April 16th	NA	Meet with United Way staff liaisons - analyzing your Divisions & begin recruiting of all division volunteers	Division Chairs & UW Staff
April 7th	11:30AM-1:00pm / Strosacker	2009 Campaign Cabinet members meet with the 2010 Campaign Cabinet members to share ideas (lunch provided)	Division Chairs & UW Staff
April 15 - May 15	Community	Spring "Season of Caring" begins	Christy Thomson
<b>April 16th</b>	<b>8:00-9:00am / Strosacker</b>	<b>Campaign Cabinet Meeting</b> *Progress reports from all divisions *Assess potential of each division and develop plans	Division Chairs & UW Staff
April 16th	NA	Begin recruitment for Pacesetter accounts	Division Chairs & UW Staff
April 16th	NA	Begin recruitment of Loaned Executives	Division Chairs & UW Staff
April 20th	6:30pm-7:15om / Great Hall	Leadership Circle Event	UW Staff & LC Donors
April 20th	7:30pm-9:00pm / Great Hall	Spirit of the Community Award	All
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
TBD	TBD	Tocqueville Event 2010	ADT Members
<b>May 21st</b>	<b>8:00-9:00am / Strosacker</b>	<b>Campaign Cabinet Meeting</b>	Division Chairs & UW Staff
May 11th	4:30 - 5:30pm / Strosacker	United Way Board meets and approves campaign goal	MW & AF & Board
June - July Training & Cultivation	NA	Train campaign division volunteers	Division Chairs
June 1st	NA	Deadline for recruiting Loaned Executives	Division Chairs & UW Staff
June 1st	NA	Deadline for recruiting Division volunteers	Division Chairs & UW Staff
June 1st	NA	Deadline for recruiting Pacesetter accounts	Division Chairs & UW Staff
<b>June 18th</b>	<b>8:00-9:00am / BB/BS</b>	<b>Campaign Cabinet Meeting held at Big Brothers Big Sisters</b> Announce Campaign Goal	Division Chairs & UW Staff
July 28th & 29th	1 1/2 day training / Strosacker Building Room 110 (1st Day), Loons Suite (2nd Day)	Loaned Executive Training	MW, HB & AF (Campaign Chair meets on 28th from 11:30am - 1pm)
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August 1st	NA	All campaign materials complete	HM, (HB & KS Pack Bags)
August 11th	8:00-10:15am / Strosacker	Pacesetter Kickoff Breakfast and Training	MW, HAB & AF
<b>August 20th</b>	<b>8:00-9:00am / Strosacker</b>	<b>Campaign Cabinet Meeting</b>	Division Chairs & UW Staff
Before September 17th	NA	Division Kick-offs & Mailings go out	Division Chairs & UW Staff
<b>CAMPAIGN</b>	NA	<i>begun by Pacesetter campaigns</i>	UW Staff
<b>September 17th</b>	<b>7:30-8:30am-Location Midland Center for the Arts</b>	<b>Campaign Kick-Off/ Pacesetter Report breakfast</b>	Division Chairs & UW Staff
September 18th	NA	Fall Day of Caring	Volunteer Center
<b>October 8th</b>	<b>8:00-9:00am / Strosacker</b>	<b>Campaign Cabinet Meeting</b>	Division Chairs & UW Staff
<b>October 22nd</b>	<b>8:00-9:00am / Strosacker</b>	<b>Campaign Cabinet Meeting</b>	Division Chairs & UW Staff
Campaign Wrap - Up	NA	*Campaign Ending and Wrap Up *Thank you's, evaluation and continuity to next year	UW Staff
November 8th	NA	Campaign Ends (All Envelopes In, No Meeting)	Division Chairs & UW Staff
<b>November 17th</b>	<b>5:30-7:00pm / Location TBD</b>	<b>Final Report</b> (Chamber Business After Hours Event)	Division Chairs & UW Staff
Month of November	NA	*Wrap-up meetings with Divisions *Maintain volunteer involvement *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
Christy Thomson	CT	Dee Meissner	DM
		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