

THE 6 DAY CAMPAIGN

LIVE UNITED™

Here is a sample timeline of how to run a six day campaign. Each day you will provide staff with a note and small gift to encourage them to donate on the sixth day of your campaign.

- Distribute Pledge Forms on the first day.
- Explain that pledge form should be completed and returned by Friday.
- Explain that all pledge forms must be signed and returned.
- Assure donors that they can connect with you with any questions.

Day 1: Friday

Gift: A stick of chewing gum

Note: United Way of GWP is hoping you will “chew’z” to give next Friday

Day 2: Monday

Gift: Chocolate chip cookie

Note: Please “chip in” this Friday and make a difference in someone’s life.

Day 3: Tuesday

Gift: A can of pop

Note: Don’t forget to “pop” in to the campaign meeting on Friday.

Day 4: Wednesday

Gift: A piece of candy

Note: Help to sweeten a child’s future by giving to United Way on Friday

Day 5: Thursday

Gift: A fortune cookie

Note: We are fortunate to be a part of this community. Your chance to make a difference is coming on Friday.

Day 6: Friday

Gift: A United Way Sticker

Note: Thank you for saying yes to helping others.