

VIRTUAL AMBASSADOR CHECKLIST

BEFORE CAMPAIGN

- Meet with Leadership & Identify Campaign Date
- Recruit additional Ambassadors
- How will staff attend online?
- Large or small meetings?
- Prep Pledge Forms
- Secure employee incentives
- Review Digital Toolkit
- Send out invitations

1 WEEK OUT

- Send out reminder to staff
- Confirm leadership will attend and speak
- Ensure online pledge form is up and running
- Send out reminder email about kick-off
- Update Project Manager with number of RSVP's

DAY OF KICK OFF

- Resend Invitation
- Make sure online link is working
- Track all check / cash gifts
- Reminder —One time giving also available through online link
- Send out complete digital toolkit to staff
- Campaign will run for 2 weeks
- Ready. Set. INSPIRE!

CAMPAIGN CLOSE & FOLLOW UP

- Ensure everyone had a chance to give
- Discuss campaign matching
- Volunteer Opportunities
- Review campaign numbers & submit campaign envelope
- Send out Thank you email

For more information about United Way of San Joaquin County call 209-469-6980 or visit unitedwaysjc.org

