

## 2009-2010 State Employees' Charitable Giving Campaign

### CAMPAIGN TIMELINE

DATE		EVENT	REFERENCE
September 21, 2009 State Campaign begins	First Week	Campaign Kickoff Kickoff E-mail Kickoff Event Web site open	See Example under SAMPLE E-MAILS, LETTERS AND QUOTES See Event Ideas under CREATING YOUR AGENCY CAMPAIGN
September 28, 2009 (week of)	Second Week	Email Update Send out event information*	See Example under SAMPLE E-MAILS, LETTERS AND QUOTES
October 5, 2009 (week of)	Third Week	Email Update Event*	See Example under SAMPLE E-MAILS, LETTERS AND QUOTES
October 26, 2009 State Campaign ends October 30, 2009	Final Week	E-mail – Final Push Event*	See Example under SAMPLE E-MAILS, LETTERS AND QUOTES See Event Ideas under CREATING YOUR AGENCY CAMPAIGN
November 6, 2009	First week after close of State Campaign	Reporting:  Sort contribution forms and prepare final report envelopes to be sent to local United Way office.	<ul style="list-style-type: none"> <li>• Coordinators forward all cash contributions to their local United Way Office</li> <li>• Coordinators forward copies of all payroll deduction contributions to their agency's payroll department;</li> <li>• Coordinators forward the names of contributors pledging 1% or 1/2% of their annual payroll (Governor's and Silver Star Award recipients) to the designated United Way representative (see leadership list for name).</li> <li>• If an employee wishes to contribute after the cut-off date, coordinators may contact their local United Way Office to complete the contribution process.</li> </ul>
December 22, 2009	Final IPOPS entry date for payroll deduction	Agency payroll departments must enter all payroll deduction actions in IPOPS with an effective date of December 13, 2009.	<a href="#">Deduction codes #558-573 (select)</a> Moscow Area – 560                      Lewiston Area – 561 Panhandle/Coeur d'Alene – 573      SW Idaho/Treasure Valley – 564 South Central Idaho/Twin Falls – 570    Pocatello (Southeastern Idaho) – 567 Idaho Falls Area – 558
February 2010		Results: Follow-up "Thank You" e-mail with State Campaign results	See Example under SAMPLE PROMOTIONAL EMAILS AND LETTERS
February 2010		Recognition and Certificate Distribution	Leadership Team will work with coordinators to distribute certificates.