



Before you launch your ePledge campaign:

- Determine campaign dates
- Identify and recruit your internal campaign team
- Begin to brainstorm new activities for your campaign
- Meet with your UWHC representative to create a campaign timeline, engagement activities, and campaign messaging
- Meet with your CEO to present a draft of the plan, determine campaign goals, and secure his/her formal approval
- Work on campaign communications – **this is important!**
 - Does your campaign have a theme?
 - Do you have new information to share about UWHC? Visit our campaign toolkit to access information, statistics, results, videos, and more
 - Have you finalized your opening-page message and your e-mail communications plan?
 - Do you have a campaign calendar of events to post on your intranet with a link to your ePledge site?
- Be sure to test your ePledge site and work through any issues with your IT and UWHC team
- Sign up for an evergreen campaign, ensuring higher companywide participation year-round. The bonus: You will be able to track how many employees are pledging with the ePledge admin reports
- Finalize your ePledge site
- Gather your campaign team to demonstrate and train them on ePledge, share campaign calendar, plans, etc.

During your ePledge campaign: Campaign Kickoff

- Hold an all-staff or hybrid campaign kickoff with your CEO encouraging everyone to give and to participate in all activities
- Follow the event with an email from the CEO, encourage staff to give and participate, and include a direct link to the ePledge form.
- Hold UWHC presentations by department or at all-staff meetings – make sure to include a UWHC representative and volunteers in those presentations
- Host fun socially distanced or hybrid events such as a “Top Chef” competition, talent show, etc.
- Send regular communications utilizing the messages provided by UWHC to all employees and target those who have not contributed
- Regularly track and communicate campaign results by utilizing the reporting tools in ePledge
- Host a hybrid or socially distanced Campaign Finale to celebrate the final results

After your ePledge campaign:

- Announce campaign results via intranet or e-mail to all employees
- Host a socially distanced or hybrid Leadership happy hour for new and/or increased Leadership gifts
- Make sure to thank all contributors for their participation
- Plan some post-campaign socially distanced or hybrid activities to keep employees involved, such as a food or toy drive or other engagement opportunities throughout the year (see campaign toolkit for a full list of ideas)
- Stay involved and informed through regular communication with your UWHC representative and attend UWHC events throughout the year

QUESTIONS ABOUT YOUR CAMPAIGN?

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