



TWO-WEEK CAMPAIGN TIMELINE

Refer to [Sample Emails](#) on page 11 for Pre-Campaign and Active Campaign Emails. Be sure to announce the Campaign Kickoff date and other upcoming incentives/fundraisers in advance.

MONDAY

Campaign Kickoff Event (*in-person or virtual*) - With UWPC rep and an Agency speaker, show the [Campaign Video](#). Share your [Online Pledge Form](#) and discuss plans for the next two weeks. Incentive: if you make your pledge by 2pm today, you will be entered into a special gift card drawing. Talk about other incentives for participation and pledging.

Send **"After Kickoff - Pledge or Donate"** email (page 11) - Email to include your company's pledge form and pertinent details like incentives and upcoming events/fundraisers.

TUESDAY

Take a break from messaging to prevent donor fatigue.

WEDNESDAY

Send **"Make a Difference"** email - (page 12) - Share the [Campaign Video](#) and reminder about upcoming activities.

THURSDAY

Host a virtual or in-person event/fundraiser. Try trivia, a chili-cook off or silent auction. See page 17 & 18 for more ideas.

FRIDAY

Send a **Recap** email for the week and cover what activities are ahead.

MONDAY

Send **"Your Donation at Work"** email (*two options*-page 12 or 13) - Email possibly comes from leadership and encourages everyone to pledge before Friday or the last day of campaign.

TUESDAY

Take a break from messaging to prevent donor fatigue.

WEDNESDAY

Host another virtual or in-person event/fundraiser.

THURSDAY

Send **"Final Push"** email (page 13) - Encourage pledging and utilize visual resources from the [Campaign Toolkit](#).

FRIDAY

Send a **Reminder** email in the morning encouraging employees to pledge. End pledging in the afternoon and announce total! Be sure to send the **"Thank You"** email (page 13) after the conclusion of your campaign.

The UWPC team is here to help with all of your campaign needs. Please contact the United Way office at 405-377-2161 or info@unitedwaypaynecounty.org for questions.