



TWO-WEEK DIGITAL CAMPAIGN TIMELINE

Refer to [Sample Emails](#) on page 11 for Active Campaign Emails. No Pre-Campaign emails are necessary, as digital campaigns typically kickoff with the first email sent. This template applies to campaigns that may or may not have virtual events.

MONDAY

Send “Digital Campaign Kickoff - Pledge or Donate” email (page 12) - Email to include the [Campaign Video](#), your [Online Pledge Form](#) and pertinent details like giving incentives and the campaign goal.

TUESDAY

Take a break from messaging to prevent donor fatigue.

WEDNESDAY

Send “Your Donations at Work - United Way Impact” email (page 12) - Share about United Way's impact and attach the [Campaign Brochure](#). Include the pledge form link and info about incentives.

THURSDAY

Encourage managers or leadership team members to talk to their staff directly, if possible, about the United Way campaign.

FRIDAY

Send a Recap email, including the percentage you are to goal, and highlight a success of the week.

MONDAY

Send “Your Donation at Work - Agencies in Action” email (page 13) - Share a link(s) to partner agency stories (available on the [Campaign Toolkit](#)) and a reminder to give by Friday.

TUESDAY

Host a virtual event. See page 18 for ideas. If no events are planned, take a break from messaging to avoid donor fatigue.

WEDNESDAY

Send “Final Push” email (page 13) - Encourage pledging and share the percentage the company is to goal.

THURSDAY

Take a break from messaging to prevent donor fatigue.

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 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.