

# DIGITAL CAMPAIGN CHECKLIST

Send the following information to Emma Piercy-Sadler at [emma@heartaruw.org](mailto:emma@heartaruw.org) to get your digital pledge site started.

## 3+ WEEKS BEFORE YOUR CAMPAIGN

- Complete Digital Campaign Information form and finalize campaign dates.
- Determine who will send campaign emails with pledge site link to your employees.
- If you prefer for United Way to send emails, check spam filters to make sure emails are allowed.
- Send high-resolution company logo for site customization.

## 2 WEEKS BEFORE YOUR CAMPAIGN

- Review proof of your customized pledge site and submit any needed changes.
- Have your I.T. department check the pledge form links to ensure they are not blocked by firewalls.
- Craft customized messages for your campaign. Our team can work with you on messaging!
  - Emails: Kickoff, mid-campaign reminders, and final reminder
  - Pledge site welcome message
  - Links to relevant campaign information (default: UW Impact, Volunteer Opportunities, and ALICE)

## 1 WEEK BEFORE YOUR CAMPAIGN

- Review final proof of your customized pledge site.
- Test pledge site.
- Test user access and report downloads.
- Finalize campaign messaging and communication.

## KICKOFF YOUR CAMPAIGN!

- Send announcement email with link to pledge site.
- Schedule reminder emails (we recommend 2-3 reminders over the course of your campaign).
- Plan your final reminder to pledge and thank you note to your donors.
- Pull your final campaign report, and have the UW team turn off your pledge form until next year!