

SUGGESTED TIMELINE

Campaign Kickoff Date: _____ Campaign End Date: _____

STEP	TIMELINE	YOUR TARGET DATE
Complete your ePledge form	8 weeks before campaign kickoff	
Submit your employee and company data	8 weeks before campaign kickoff	
Review proof of ePledge site and submit any needed changes	6 weeks before campaign kickoff	
Submit customized messages (templates online at heartaruw.org/campaign-toolkit)	4 weeks before campaign kickoff	
Review final proof of ePledge site	4 weeks before campaign kickoff	
Test ePledge site	4 weeks before campaign kickoff	
Submit data for any new employees	1 week before campaign kickoff	

Kickoff your campaign!

Below is a suggested timeline for sending emails. You may decide if these emails are sent, when they are sent and how many are sent. Reminder emails are only sent to non-respondents.

Send announcement email with link to portal	Day of kickoff	
Send first reminder email	2 - 3 days after kickoff	
Send second reminder email	1 week before the end of your campaign	
Send second reminder email	2 days before the end of your campaign	
Finalize your campaign	Contact the United Way ePledge administrator and request to turn off your ePledge campaign	