

# THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



## ePledge: Next steps

### Congratulations! You've signed up for ePledge. Now what?

#### 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 United Way representative to create campaign timeline, engagement activities (virtual volunteer opportunities, Zoom presentations, special virtual events) and campaign messaging
- Meet with your CEO to present draft of 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 United Way? Go to United Way's [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 United Way team
  - Sign up for an evergreen campaign, ensuring higher companywide participation year-round
    - The added bonus: You will be able to track how many people 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 virtual or socially distanced campaign kickoff with your CEO encouraging everyone to give and to participate in all activities

- Follow the event with an e-mail message from the CEO, encourage staff to give and to participate and lastly, include a direct link to ePledge
- Conduct virtual agency tours, interactive activities and Live and Learn seminars
- Hold United Way Zoom presentations by department or at all-staff meetings— make sure to include a United Way representative and volunteers in those presentations
- Invite employees to join United Way giving communities such as LINC, Women United, Young Leaders and Continue United
- Host fun virtual events such as a “Top Chef” competition, talent show, etc.
- Send regular communications utilizing the messages provided by United Way to all employees and targeted to those who have not contributed
- Regularly track and communicate campaign results by utilizing the reporting tools in ePledge
- Host a virtual Campaign Finale to celebrate final results

#### After your ePledge campaign:

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