Without you, we can’t help those in need. Give now.

ePledge Next Steps

Before you launch:
- Determine dates
- Recruit your internal team
- Begin to brainstorm new activities
- Meet with your United Way representative to create timeline, engagement activities and messaging
- Meet with your CEO to present draft of plan, determine goals and secure his/her formal approval
- Work on 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
- 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 or hybrid 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 agency tours, interactive activities and Live and Learn seminars
- Hold United Way 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, Men United, and Young Leaders
- Host fun 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 Campaign Finale to celebrate final results

After your ePledge campaign:
- Announce campaign results via intranet or e-mail to all employees
- Host a Leadership happy hour for new and/or increased Leadership gifts
- Make sure to thank all contributors for their participation
- Plan some post-campaign 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 United Way events throughout the year

Building a stronger Miami, together