

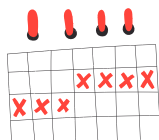
HOW TO RUN ONLINE CAMPAIGNS

To make the best use of your online campaign, follow these simple steps!

1

Send an introductory email describing the online campaign and how employees can access it. You can use our pre-designed template, found under the “For Companies” tab on www.unitedwaynr.org, or create your own. Just make sure to include:

Dates of your campaign



Your contact information



Your company's unique giving URL

www.unitedwaynr.org/COMPANYNAME

2

For the most success, send **THREE** additional reminder emails:

Halfway Point

Two Days Left

Last Day to Give

Feel free to attach impact information to encourage giving! Ideas and email templates can be found on our website under the “For Companies” tab.

3

At the close of your campaign, you will receive an Excel document from United Way detailing all employee pledges and their pledge amounts. Make sure you submit this information to your payroll department.

4

Finally, be sure to THANK all participants!
That's it! For questions, please call the United Way Office.
Happy Campaigning!



United Way
of the New River Valley