

EZ-PLEDGE

YOUR WORKPLACE CAMPAIGN CHECKLIST

THANK YOU FOR YOUR SUPPORT OF UNITED WAY OF GREATER PHILADELPHIA & SOUTHERN NEW JERSEY!

To make your efforts as a campaign volunteer as easy and enjoyable as possible, we have assembled this checklist to guide you through the process. A successful campaign will always be tailored to the interests and priorities of a given workplace, but building from this starting point will give you a strong foundation.

BEFORE THE CAMPAIGN

- Attend United Way Ambassador Training & Forum
- Secure CEO/senior management support and suggest organizational incentives
 - Determine your campaign dates, dollar and/or participation goals, and incentives
- Recruit a team to help with the campaign (e.g., someone from payroll, marketing, etc.)
- Meet with your United Way Representative to discuss campaign details & strategy
- Set up the ezPledge portal by filling out **this online form**
- Write three or more emails (kickoff, midpoint, final push) to be sent over the course of the campaign. Feel free to consult our **sample emails** and don't forget to include the pledge link!
- Promote the campaign and distribute your calendar of events
 - Send all-staff calendar appointments

DURING THE CAMPAIGN

- Hold kickoff event with United Way Rep and Impact speaker
- Send campaign emails at scheduled times
- Hold a Leadership Giving or Loyal Contributor event
- Conduct special events, Lunch-and-Learn sessions, or other activities
- Keep the campaign alive by sharing success stories, toolkit materials, and event photos via your intranet and social media channels
- Check with UW Rep about any needs that emerge, progress to goal, and best practices
- Follow up with outstanding past donors and prospects
- Email ezpledge@uwgpsnj.org to request campaign closeout

AFTER THE CAMPAIGN

- Download ezPledge payroll file and share with your internal payroll team
- Follow up on any corporate contribution or employee match
- Confirm total with UW Rep and share results with all employees
- Post campaign photos to your corporate social media networks
- Thank all donors with a celebration event, letter, or email from your CEO
- Debrief with your UW Rep about the campaign, lessons learned, and plans for next year

QUESTIONS?

Not sure if your campaign uses ePledge or eZpledge? Please email John Hess at jhess@unitedforimpact.org.



United Way
of Greater Philadelphia
and Southern New Jersey

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