

# QUICK CAMPAIGN TIMELINE

- Campaigns can be started at any time, but require at least one (1) week of lead time
- Calendar year focused campaigns will close no later than December 16 (Friday) at the latest, unless special arrangements are made for Payroll Deduction handling
  - Payroll Files will be returned to the company by December 19 (Monday) at the latest, unless special arrangements are made for Payroll Deduction handling
- Account Managers are available for presentations as requested
- The suggested touchpoints serve as an opportunity to connect with your Account Manager
  - However, your Account Manager will be available throughout the duration of the campaign (including prep, execution, and wrap-up)

## Campaign Prep Checklist

Item	Optional or Mandatory	Date Needed
Company logo (in PNG format) document	Mandatory	1 week before launch
Employee Campaign Manager information	Mandatory	1 week before launch
Payroll Deduction details	Optional	1 week before launch

### Quick campaign prep timeline:

- 1 week before launch
  - ⇒ contact United Way to begin planning for a campaign
  - ⇒ Company logo (in PNG format)
  - ⇒ Employee Campaign Manager information
  - ⇒ Company Payroll Deduction details
  - ⇒ United Way collateral for internal messaging
- Throughout campaign prep
  - ⇒ contact Account Manager as needed

### One (1) week campaign execution timeline

- Week 1, Day 1
  - ⇒ Launch message
- Week 1, Day 4
  - ⇒ Reminder message
- Week 3, Day 3
  - ⇒ Campaign Wrap-up message

### Two (2) week campaign execution timeline

- Week 1, Day 1
  - ⇒ Launch message
- Week 2, Day 4
  - ⇒ Reminder message
- Week 2, Day 3
  - ⇒ Last Chance message
- Week 4, Day 3
  - ⇒ Campaign Wrap-up message

### Four (4) week campaign execution timeline

- Week 1, Day 1
  - ⇒ Launch message
- Week 2, Day 4
  - ⇒ Reminder message
- Week 3, Day 4
  - ⇒ Reminder #2 message
- Week 4, Day 3
  - ⇒ Last Chance message
- Week 6, Day 3
  - ⇒ Campaign Wrap-up message



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