



UNITED WAY
Greater Cleveland

QUICK CAMPAIGN TIMELINE

- Campaigns can be started at any time, but require at least on (1) week of lead time.
- Calendar year focused campaigns will close no later than Friday, December 13 at the latest, unless special arrangements are made for Payroll Deduction handling.
 - Payroll Files will be returned to the company by Monday, December 16 at the latest, unless special arrangements are made for Payroll Deduction handling.
- Your UWGC Account Manager is available for presentations as requested.
- The suggested touchpoints serve as an opportunity to connect with your UWGC Account Manager.
 - However, your UWGC Account Manager will be available for the duration of the campaign (including prep, execution, and wrap-up)

Campaign Prep Checklist

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

Campaign Timelines

All Quick Campaigns should plan for this prep timeline:

- 1 week before launch: Contact UWGC to begin planning; Provide company logo, Employee Campaign Manager contact, and Payroll Deduction details. United Way provide collateral for messaging.
- Throughout campaign prep: UWGC Account Manager available as needed.

One (1) Week Campaign

Week 1, Day 1: Launch Message

Week 1, Day 4: Reminder Message

Week 1, Day 5: Campaign Wrap-Up Message

Two (2) Week Campaign

Week 1, Day 1: Launch Message

Week 1, Day 4: Reminder Message

Week 2, Day 2: Last Chance Message

Week 2, Day 5: Campaign Wrap-Up Message

Four (4) Week Campaign

Week 1, Day 1: Launch Message

Week 2, Day 3: Reminder Message

Week 3, Day 3: Reminder #2 Message

Week 4, Day 2: Last Chance Message

Week 4, Day 5: Campaign Wrap-Up Message

Questions? Contact your UWGC Account Manager or email donate@unitedwaycleveland.org.