

EMAIL CAMPAIGN ROADMAP

As you kick off your Annual Giving Campaign with United Way of Metropolitan Dallas, it's important to leverage the tools that will help you create an engaging and successful campaign. Email is a powerful and personal way to easily connect with your employees during your campaign. We've made it simple to create and send emails that will inspire and inform your team. Use the timeline below as a guide to help you run a seamless campaign.

EMAIL CAMPAIGN TIMELINE

PRE-CAMPAIGN EMAIL

1 week before



KICK-OFF EMAIL

1st day



MIDPOINT EMAIL

Midpoint



END OF CAMPAIGN EMAIL

After completion

Be sure to send thank-you emails throughout the campaign to employees who donate.

We've included suggested email templates that can be customized to suit your company goals. To begin your crafting your emails, simply follow these steps:

1. Choose your template design.
 - » **Letter format:** These are plain text style emails that can be used by your campaign coordinators or with your company's email communication platform.
 - » **Image-driven emails:** Follow the guide to insert the right image with the corresponding email.
2. Copy and paste the corresponding emails following our suggested guidelines. We recommend keeping email communication to 3-4 touches during your campaign process.
3. Be sure to fill in company specific text with each email.
4. Look for the Helpful Hints  section on the templates for additional guidance along the way.

We appreciate your commitment and dedication to United Way. If you need guidance during the campaign process, your United Way relationship manager is available at any point. Additionally, you contact them to schedule a one-hour brainstorming session at any point in your campaign to discuss specific details related to your email campaigns.

Thank you for joining the movement to create lasting change in our community. When we Live United, we can create opportunity for all North Texans to thrive.