



ePledge Toolkit : Campaign Set-up Timeline

To ensure a successful campaign, plan appropriately based on your campaign's start date. The chart below details the events and necessary time frames leading up to the campaign start date. The example timeline (far right column) reflects a campaign start date of September 11th.

ePledge Campaign Set-up Event	Timeline	Your Dates	Example
Build meeting takes place	8 weeks prior to x		July 17
Data file due (multiple locations)	8 weeks prior to x		July 17
Custom communications, logos or images due	6 weeks prior to x		July 31
Data file due (single location)	6 weeks prior to x		July 31
Site Live Date	1 week prior to x		September 5
Campaign Start	x		September 11
First non-respondent email sent *	x plus 2 or 3 days *		September 13
Second non-respondent email sent *	x plus 5 to 7 days *		September 17
Final non-respondent email sent *	x plus 10 to 12 days *		September 22

* Non-respondent emails - this is a suggested time for sending non-respondent emails. It is determined by the company if UW sends non-respondent emails, when they are sent and how many are sent.