

We recognize that every dollar and every minute of your day is valuable. We appreciate your company's support of United Way of Central Maryland and want to make the pledging process more efficient. With a majority of your campaign being through electronic communication, you are helping us achieve our goal to become more environmentally friendly. Follow the calendar below for the timeline of when we recommend you send e-mails during your campaign.

CAMPAIGN TOOLKIT SCHEDULE

Month 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7 *Intro E-mail *Hang Posters	8	9
10	11	12 *Kick Off E-mail *Distribute Pledge Forms	13	14 *Video E-mail	15	16
17	18	19 *Facts/Stats E-mail	20 *Reminder E-mail	21	22 *Thank You E-mail	23
24	25	26	27	28	29 *Mail checks to UWCM *Campaign Reports Sent to ECC	30
31						