

5 MyUnitedWay Campaign Tips

1. **CONSISTENCY IS KEY.** Posting at random times throughout the week isn't going to get your campaign noticed. Keep a promotion schedule so your campaign is getting in the newsfeeds of your followers more often. The more they interact and see your posts, the more likely they will be to donate.
2. **KNOW YOUR AUDIENCE.** If you think your friends and family are more inclined to be on email, use that platform to spread the word about your campaign. If you see a lot of activity on your LinkedIn page, use that. Any platform is a good platform to get the word out.
3. **PERSONALIZE YOUR MESSAGE.** In the reattached activation guide we gave some examples on how to personalize your campaign messaging. Post your favorite book from your childhood, share a memory from reading with your parents, if you have kids talk about the impact of reading to them, etc. If you make this personal, you and your followers will feel more connected to the cause.
4. **TAG ONTO "SPECIAL" DAYS.** If you see a certain holiday or that an event is coming up, use that as an opportunity to promote your campaign. An example is, if you are doing a campaign about early literacy and getting books into the hands of children, see if there is a "National Reading Day" coming up soon and promote on that day!
5. **CREATE URGENCY.** People don't feel the need to donate if they don't see the need. By using language that increases awareness of the issues you are raising money for and the urgency that money is needed NOW, it makes your followers more inclined to act fast. You can also create urgency by promoting your goal regularly and reminding your followers how many dollars you are away from that goal.

