

How to Run a Text-to-Give Campaign

Thank you for running a United Way campaign in your workplace! Your workplace campaign is helping to solve the BIG problems across our communities. Running a Text-to-Give Campaign is an easy way to engage employees to give anywhere with their mobile device.

Benefits to Running a Text-to-Give Campaign

Running a Text-to-Give Campaign will help you meet your employees where they are. This campaign method does not require a company email or access to a computer. All you need is the keyword and the number, making giving just a text away!

Three Steps to Run Your Campaign

- First, share the giving information with your employees.
 - Text LiveUnitedNow to 51555
 - **Helpful Notes:** Capitalization doesn't matter, but spacing does! No spaces between words.
 - The employee will receive a link to United Way's giving site where they will select their workplace from the dropdown menu, complete the verification and submit their pledge.
- Access real time reporting to check your progress. Your United Way staff partner will show you available reports.
- Wrap up your campaign by saying THANK YOU to your employees for giving to United Way!