



## Using Technology to Build a Winning Campaign

### Educate :

- E-postcards-send a daily message about United Way during the campaign
- LIVE UNITED video clips
- Provide a link to United Way of Racine County ([www.racinecounty.org](http://www.racinecounty.org)) on your company website
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### Provide Materials:

- Q&A sheets
- Online pledging
- Posters

### Promote Enthusiasm:

- Track results
- On-line auctions
- Education

### Lessons learned:

- Technology does not replace the human touch (e.g. phone calls, tours, personal notes)
- Combine technology with other forms of communication
- Information should be relevant, simple, specific, and timely
- Recognize company issues

High Touch + High Tech = Great Results