

2019 United Way Campaign Kick-Off

Good morning,

The United Way Campaign Committee is excited to kick-off the 2019 Campaign, which will run **October 7-18, 2019** and has shifted to an ePledge system only this year. Last year we ran a hybrid campaign with both paper forms and the online system. We saw an uptick in responses and have decided to move to the fully online system. This system has been confirmed by the GVSU IT team to be safe and confidential and significantly reduces the amount of paper required to run the campaign.

The ePledge portal can be found at gvsu.edu/unitedway. A single sign-on system is in place – simply log in with your GVSU credentials and look for the “Pledge Now” button. We will continue to gauge the success of the campaign based on response rate, not giving rate or dollars raised. We ask that everyone sign in to the system to respond with their gift/pledge or to indicate that you will not give.

Grand Valley is deeply committed to our community and this campaign is just one way we activate that commitment. Gifts are automatically assigned to the Heart of West Michigan United Way (Kent County) but can be directed to the Greater Ottawa United Way, and United Way of the Lakeshore (Muskegon and surrounding areas).

For more information, please visit gvsu.edu/unitedway or email unitedway@gvsu.edu.

Thank you for your continued support!

The United Way Campaign Committee