EMAIL TEMPLATES

WORKPLACE GIVING CAMPAIGN NOTIFICATION

Subject Line: Kicking Off Our United Way Annual Campaign

Copy: Our United Way campaign is just **[two]** weeks away! United Way fights for the education, income and health of every person in our community. This is our chance to join the fight for a better community.

United Way is more than a fundraiser. They’re game changers. They bring together people, organizations and resources to find innovative, long-term solutions to our community’s most pressing problems. They fight to help children reach their potential, for families to be financially stable and for all to have access to quality healthcare.

Want to know more about United Way? Check out yourlocaluw.org or ask me.

Thank you,

**[NAME]**

**[COMPANY]’s** United Way Employee Campaign Manager

ENDORSEMENT FROM CEO

Subject line: Join me in supporting United Way

Copy: As we kick off our United Way campaign, I ask you to join me in creating opportunities for our neighbors and our community by giving to our local United Way.

United Way is a driving force for good that connects our neighbors to opportunities to thrive. United Way helps our neighbors achieve financial stability, supports families to improve their physical and behavioral health, advances educational opportunities, and provides the safety net that catches the most vulnerable.

Your support ensures that every person in our community has an opportunity to thrive. I encourage you to learn more about United Way’s work and impact at yourlocaluw.org

I personally, support United Way. I hope you will, too.

Thank you,

**[CEO Email Signature]**

START OF CAMPAIGN EMAIL WITH INSTRUCTIONS ON HOW TO GIVE

Subject: United Way Workplace Giving Campaign

Copy: This email marks the start of our United Way Workplace Giving Campaign! We are excited to continue **[COMPANY NAME]**’s proud tradition of giving back to the community.

From **[BEGINNING DATE]** to **[ENDING DATE]**, you will have the chance to learn what United Way’s impact is on our local community. As this year’s United Way Employee Campaign Manager, I’ll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each do what we can.

Beginning **[DATE]**, you will have the opportunity to **give [include details of how people can make a gift through their pledge form/online site]**.

Thank you,

**[NAME]**

**[COMPANY]’s** United Way Employee Campaign Manager

MID-POINT OF CAMPAIGN

Subject: United Way Workplace Giving Campaign Update

Copy: We have reached the mid-point of the **[COMPANY NAME]** campaign for United Way.

If you have given already, THANK YOU! Your gift will help create a better future for our community members in need.

If you haven’t made a gift yet, please consider getting involved. A gift to United Way benefits the health, education, and financial stability of everyone in our community.

You can make a gift by **[INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES].**

Sincerely,

**[NAME]**

**[COMPANY]’s** United Way Employee Campaign Manager

Wrap Up of Campaign

Subject: United Way Workplace Giving Campaign Update

Copy: Thank you for your support of **[COMPANY NAME]**’s campaign for United Way of Rutherford and Cannon Counties. Together, over **[$XX,XXX]** for our community and over **[XX%]** of employees participated in the campaign, surpassing our goal of **[$DOLLAR GOAL or XX%]** – and it’s because you made the decision to help.

When you give to United Way, you are tackling key issues and making a difference in the quality of life we all enjoy. A better community starts with us, and I am proud that you made the decision to help.

Your generosity and community spirit are why [COMPANY NAME] continues to stand out as a leader in our community. Again, thank you for proving that one person can make a big impact.

Sincerely,

**[CEO/ or ECM]**