



SAMPLE EMAILS – TRADITIONAL WORKPLACE CAMPAIGN

PRE-CAMPAIGN EMAILS:

PRE-KICKOFF

Purpose: Generate excitement about the campaign by notifying employees of the kickoff

Recommended send time: 2 weeks prior to campaign kickoff

From: [company Employee Campaign Coordinator (ECC)]

To: [employees]

Subject: Get ready for this year's United Way campaign

Hi team,

As a company (and a people) we like to help our community. One of the ways we do that is through our United Way campaign. While the method has looked different over these last couple of years, the purpose remains the same: coming together to help by giving to the United Way of Payne County.

With a 70-year history of uniting people and resources, the United Way focuses your giving on these three building blocks to a better quality of life: promoting education, improving health & safety and reducing poverty. To help strengthen our community, United Way calls on companies like us to step up and help make a change. We hope you can join us to make Payne County a better place to work, live and THRIVE!

Stay tuned for more info about our United Way campaign.

Thank you,

[ECC]

KICKOFF PRESENTATION

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event.

Recommended send time: 3 days before campaign kickoff

From: [company ECC]

To: [employees]

Subject: Three, two, one... kickoff. Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way campaign on [date, time] with [event].

Join us to hear more about the United Way of Payne County and how you can improve lives and strengthen our community. [meeting details]

See you then!

[ECC]

ACTIVE CAMPAIGN EMAILS:

AFTER KICKOFF - PLEDGE OR DONATE

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal

Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]

To: [employees]

Subject: Make YOUR impact

This year, we are aiming to do everything we can for the community. Our United Way fundraising goal is [insert dollar amount]! Your United Way of Payne County support helps local people receive job training, senior care, financial literacy, childhood mentoring, and so much more. Please donate or pledge here: [insert your Online Pledge Form link, contact United Way to create your form]

The easiest way to pledge is through a payroll deduction. Your gift of just \$5, \$10 or \$25 a month, combined with hundreds of other givers, makes a huge impact.

[include donation incentives/fundraiser info and the date for the last day of the campaign]

We encourage you to help as much as possible. Make your impact with a gift to United Way of Payne County today. Stay tuned for upcoming events and volunteer opportunities. [Leadership team member]

[Leadership team member]

DIGITAL CAMPAIGN KICKOFF - PLEDGE OR DONATE

Purpose: Kickoff the campaign and share your company goal

Recommended send time: First day of campaign

From: [company leadership team member]

To: [employees]

Subject: Help us support United Way

As a company, and a people, we like to help our community. With that in mind, we are officially kicking off our United Way campaign! Our fundraising goal this year is **[insert dollar amount]**!

Watch this year's campaign video to learn how you help local people, like us, every day through United Way: www.unitedwaypaynecounty.org/video.

Your United Way of Payne County support helps local people receive job training, senior care, financial literacy, childhood mentoring, and so much more.

Please donate or pledge here: **[insert your Online Pledge Form link, contact United Way to create your form]**

The easiest way to pledge is through a payroll deduction. Your gift of just \$5, \$10 or \$25 a month, combined with hundreds of other givers, makes a huge impact.

[include donation incentives/fundraiser info and the date for the last day of the campaign]

We encourage you to help as much as possible. Make your impact with a gift to United Way of Payne County today.

[Leadership team member]

MAKE A DIFFERENCE

Purpose: Demonstrate to employees how their donations are making a difference

Recommended Send time: 2 days after kick-off meeting

From: [company ECC or leadership team member]

To: [employees]

Subject: Watch the 2023 UWPC Campaign Video

With your support, the United Way of Payne County (UWPC) can keep the social safety net strong for thousands of individuals and families. If you missed our kickoff event, I hope you'll watch the 2023 UWPC campaign video at www.unitedwaypaynecounty.org/video.

The video explains the important role you play in helping our community thrive. Through the collective giving of Payne County residents, United Way of Payne County supports 22 local nonprofit agencies. Your donation to United Way will be used to deliver hot meals to the homebound, give children a voice, keep the lights on in family homes, provide a bed for those without a home, shelter victims of domestic violence, help individuals with disabilities live more independent lives, and so much more.

Again, I hope you'll watch the 2023 UWPC campaign video today at the link above to learn how your donations are making a difference. You can donate or pledge online here: **[insert your Online Pledge Form link, contact United Way to create your form]**

[Leadership team member]

YOUR DONATION AT WORK – UNITED WAY IMPACT

Purpose: Show what outcomes were made possible through employee giving

Recommended Send time: Halfway through campaign

Attachment: 2023 Campaign Brochure ([available here](#) for download)

From: [company ECC or leadership team member]

To: [employees]

Subject: This is why we give to UWPC

When you give to United Way of Payne County, you are helping people in our community by making these life-changing accomplishments possible each year:

- *More than 24,000 free or reduced fee meals provided to those in need.*
- *Up to 2,900 lives saved by critical blood donations.*
- *7,600 Free medication prescriptions filled, valued at \$963,253.*

Learn more about United Way's impact from the [2023 Campaign Brochure](#).

Please consider donating to the United Way of Payne County today at: [\[insert your Online Pledge Form link, contact United Way to create your form\]](#)

[\[include donation incentives/fundraiser info and date for the last day of the campaign\]](#)

Our collective giving empowers us to help thousands of our friends and neighbors when they need it the most.

[Leadership team member]

YOUR DONATION AT WORK – AGENCIES IN ACTION

Purpose: Show what outcomes were made possible through employee giving.

Recommended Send time: Halfway through campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: Your Gift Helps United Way Agencies

When you give to United Way of Payne County, you support 22 nonprofit partner agencies and more than 50 community programs. These partner agencies collectively impact more than 75,000 lives each year in Payne County. Here are a few examples of the work your donor dollar helps to support:

[\[below are examples of content you can use, but feel free to customize your email from our selection under Digital Content on the Campaign Toolkit\]](#)

[Payne County Youth Services Provides Suicide Prevention](#) – Click to watch the video

[Partner Agency Spotlight: The Saville Center for Child Advocacy](#) – Click to watch the video

[Partner Agency Spotlight: American Red Cross](#) – Click to watch the video

Please consider donating to the United Way of Payne County today at [\[insert your Online Pledge Form link, contact United Way to create your form\]](#)

[\[include donation incentives/fundraiser info and date for the last day of the campaign\]](#)

[Leadership team member]

FINAL PUSH - PRIOR TO CAMPAIGN CONCLUSION

Purpose: Check in with employees, provide updates on campaign progress and notify about campaign conclusion

Recommended send time: A couple days before campaign concludes.

From: [company leadership team member]

To: [employees]

Subject: Let's strengthen our community, together

We are making great progress toward our United Way campaign goal! In fact, we are [\[insert x%\]](#) of the way to our goal, but we need your help. Please watch this video to see how UWPC partner agency, [\[insert partner agency name\]](#), is impacting our community. [\[customize this email from our selection under Digital Content > Videos on the Campaign Toolkit\]](#)

There is still time for you to help make an impact on our community. Your generosity provides child abuse response, free tutoring for adults and children, basic needs to seniors, and much more.

Make your pledge today to build a stronger, healthier Payne County.

Please donate or pledge at: [\[insert your Online Pledge Form link, contact United Way to create your form\]](#)

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us cross it!

[Leadership team member]

POST-CAMPAIGN EMAILS:

THANK YOU

Purpose: Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

Recommended send time: Conclusion of campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: We couldn't have done it without you

Thanks to all of your support, we raised more than **[insert \$ amount raised]** for this year's United Way of Payne County campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community at a time when so much is uncertain.

This is a testament to your generosity and dedication to tackling Payne County's most pressing needs. Thank you for taking the time to learn about United Way of Payne County and its importance in our community.

Your gifts to United Way will strengthen and improve the lives of thousands. Thank you for helping our community THRIVE!

[ECC or Leadership team member]