



United Way  
of Payne County

## SAMPLE EMAILS – DIGITAL WORKPLACE CAMPAIGN

### 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: [Campaign 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]

### YOUR DONATIONS AT WORK – UNITED WAY IMPACT

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

*Recommended Send time:* First week of 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.*
- *2,303 individuals received help with their mental health.*

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 DONATIONS AT WORK – AGENCIES IN ACTION

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

*Recommended Send time:* First week of 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 55+ community programs. These partner agencies collectively impact more than 73,000 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:* The day 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]