

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: [insert video link here](#)

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/Pledge Here](#)

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 kickoff meeting

From: [company ECC or leadership team member]

To: [employees]

Subject: United is the Way!

With your support, the United Way of Payne County (UWPC) can keep the social safety net strong for thousands of Payne County individuals and families. If we missed you at our kickoff event, make sure to watch the 2025 UWPC campaign video at [insert video link here](#).

This video explains the important role you play in helping our community thrive. Through the collective giving of Payne County residents, UWPC supports over 20 local nonprofit agencies. Your donation 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 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: [2025 Campaign Brochure](#) (available for download)

From: [company ECC or leadership team member]

To: [employees]

Subject: Why we serve with UWPC!

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

- **1 out of 4** Payne County residents receive direct help from a United Way funded agency
- **33,700** free or reduced fee meals provided to those in need
- **352** adults with developmental disabilities or special needs receive support services, increasing their independence and quality of life
- **271** homeless individuals were provided emergency shelter or permanent housing

Learn more about United Way's impact from the [2025 Campaign Brochure](#).

Please consider donating to the United Way of Payne County today at: [Donate/Pledge Here](#) [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.

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: United Way Agencies Feel your Impact!

When you give to United Way of Payne County, you support 20+ nonprofit partner agencies and 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](#)]

[4 Kids Helps Perkins Community](#) – Click to watch the video

[Meet Mission of Hope Homeless Shelter](#) – Click to watch the video

[Drumming Up Blood Donors - Red Cross](#) – Click to watch the video

Please consider donating to the United Way of Payne County today at [\[Donate/Pledge Here\]](#) [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, and we need your help to make it! 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 always time for us to make an impact on our community. Your generosity provides child abuse response, free tutoring for children and adults, senior care, and so much more.

United Way's four pillars are dedicated to improving health and well-being for all, youth opportunity, building financial stability and strength, and community resiliency. If you are excited to support that, please: [Donate/Pledge Here](#)

We'd like to give a BIG thank you to our team members who have already made their pledges! Your continued support to our and community will not go unnoticed!

Let's cross this finish line together!

[Leadership team member]

THANK YOU

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

Recommended send time: Conclusion of campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: Thanks to you...

Thanks to you and all of your support, we were able to raise over [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.

Your actions, creativity, and generosity help tackle 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.

You have shown that United IS the Way! Thank you for helping our community THRIVE!

[ECC or Leadership team member]