



Digital Campaign Emails to Customize

DIGITAL CAMPAIGN KICKOFF - PLEDGE OR DONATE

Purpose: Kickoff the campaign and share your company goal

Recommended send Time: First day of campaign

From: [Campaign coordinator or leadership team member]

To: [employees]

Subject: Help us support United Way!

As an organization, and as individuals, we care about our community. One of the ways we show that at [Organization Name] is through our United Way campaign. We have set our organizational fundraising goal for this year at [insert your dollar amount or participation goal]. We're asking you to help by making a donation to United Way of Payne County. The easiest way to make your pledge is through payroll deduction, but there are other ways to do it.

We encourage you to help at any level you are able. Even a gift of \$5, \$10 or \$25 a month, combined with other givers, makes a huge impact. Please donate here: [insert link].

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

Learn more about United Way's impact by watching the campaign video at [insert video link from campaign toolkit].

Stay tuned for more info about our United Way campaign!

[Campaign coordinator or leadership team member signature]

MAKE A DIFFERENCE

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

Recommended send time: 2 days after kickoff

From: [Campaign coordinator or leadership team member]

To: [employees]

Subject: The power of collective giving

United Way of Payne County harnesses the power of collective giving to fund organizations that make Payne County a better place for all of us. Your donation is combined with others and stays local to support nonprofits and programs serving thousands of people across Payne County.

See just one example of what United Way agencies are doing: [insert link to one agency video from campaign toolkit].

Please make a donation or pledge today: [insert your Online Pledge Form link - contact United Way to create]. Any amount helps. [include donation incentives/fundraiser info and date for the last day of the campaign]

[Campaign coordinator or leadership team member signature]



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YOUR DONATION AT WORK - UNITED WAY IMPACT

Purpose: Show the impact of employee giving

Recommended send time: When needed during campaign

Attachment: Campaign Brochure (Download from campaign toolkit)

From: [Campaign coordinator or leadership team member]

To: [employees]

Subject: United for impact

Did you know 1 in 4 Payne County residents receives direct help from a United Way funded agency? When you donate to United Way of Payne County, you are helping your friends and neighbors when they need it most.

Thanks to your generosity, United Way partner agencies and programs are changing lives for the better. If you haven't seen the campaign video, you can watch it here: [Insert link to campaign video from campaign toolkit]

Your support makes work like this possible. Please donate today at: [Donation or pledge link]. [include donation incentives/fundraiser info and date for the last day of the campaign]

Learn more about United Way's impact in the attached brochure and at: [Link UWPC website].

[Campaign coordinator or leadership team member signature]

YOUR DONATION AT WORK - AGENCIES IN ACTION

Purpose: Show the outcomes made possible by employee giving

Recommended send time: Halfway through campaign

From: [Campaign coordinator or leadership team member]

To: [employees]

Subject: United for Payne County

When you give to United Way of Payne County, you support more than 20 different nonprofit partner agencies and community programs that collectively touch more than 75,000 lives each year across Payne County.

Here are a few examples of the work your donation helps to support:

Life Adult Day Center - [Insert video link from campaign toolkit]

Stillwater Mobile Meals - [Insert video link from campaign toolkit]

Girl Scouts of Eastern Oklahoma Camp Sylvia Stapley - [Insert video link from campaign toolkit]

Please make your pledge or donation today at: [Donation or pledge link]. [include donation incentives/fundraiser info and date for the last day of the campaign]

[Leadership team member signature]



Digital Campaign Emails to Customize

FINAL PUSH - PRIOR TO CAMPAIGN CONCLUSION

Purpose: Provide updates on campaign progress and give end date reminder

Recommended send time: A few days before campaign ends

From: [Campaign coordinator or leadership team member]

To: [employees]

Subject: Unite for a stronger community!

We'd like to give a BIG thank you to our team members who have already made their United Way pledges! Your continued support for our community is appreciated.

If you haven't pledged yet, there is still time for you to make an impact! We've made great progress toward meeting our United Way campaign goal and are currently at [insert %]. We need everyone's help to get there!

You can be someone who helps build a Payne County where everyone has a chance to thrive by making your pledge or donation today at: [Donation or pledge link]. [include donation incentives/fundraiser info and date for the last day of the campaign.

Learn more about what your contribution does: [Customize with digital assets from campaign toolkit that haven't already been used]

Let's finish strong together!

[Campaign coordinator or leadership team member signature]

AFTER CAMPAIGN - THANK YOU

Purpose: Thank donors for their time and contributions

Recommended send time: Conclusion of campaign

From: [campaign coordinator or leadership team member]

To: [employees]

Subject: Thanks to you...

Thanks to your support, we were able to raise [include your total] for this year's United Way of Payne County campaign! We want you to know that goal is not just about reaching a number – it's about meeting the needs of people across Payne County. We are proud of our team.

Your actions, creativity, and generosity are making a real impact by supporting more than 20 agencies and programs at work across the county to address some of our most pressing issues.

You have shown that United IS the Way!

[Campaign coordinator or leadership team member signature]