



### Pre-Campaign Emails to Customize

#### PRE-KICKOFF

**Purpose:** Generate excitement about the campaign and notify employees of the kickoff

**Recommended send time:** Up to two weeks before campaign kickoff

**From:** [Campaign coordinator or leadership team member]

**To:** [employees]

**Subject:** Showing we care

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. As United Way of Payne County supporters, we combine our giving with others across our community to support local efforts that build a stronger, more resilient Payne County for all of us.

Your donation to United Way of Payne County stays right here to provide vital funding for local agencies and programs that meet high standards and serve 1 in 4 people across Payne County.

You can learn more by watching the campaign video at [insert video link from campaign toolkit].

Stay tuned for more info about our United Way campaign.

Thank you!

[Campaign coordinator or leadership team member signature]

#### KICKOFF PRESENTATION

**Purpose:** Invite employees to the campaign kickoff

**Recommended send time:** 3 days before kickoff

**From:** [Campaign coordinator or leadership team member]

**To:** [employees]

**Subject:** Three, two, one... kickoff!

We are officially kicking off our United Way campaign on [date & time of your event] with [describe event].

Please join us to learn more about how United Way of Payne County supporters like us improve lives and strengthen our community.

[Meeting details]

See you then!

[Campaign coordinator or leadership team member signature]



### Active Campaign and Post-Campaign Emails to Customize

#### AFTER KICKOFF - PLEDGE OR DONATE

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

**Recommended send Time:** Immediately after kickoff meeting

**From:** [Campaign coordinator or leadership team member]

**To:** [employees]

**Subject:** Become a difference maker

We want to do everything we can for the community where we live and work. As part of that, we're asking you to make a donation to United Way of Payne County. We have set our organizational United Way fundraising goal for this year at [insert your dollar amount or participation goal]. The easiest way to make your pledge is through payroll deduction but there are several ways to donate.

[Include instructions for payroll deduction if applicable, donation incentives/fundraiser info and the end date for the campaign]

See how we're making a difference: [insert link(s) to agency profile videos from campaign toolkit].

We encourage you to help at any level you can. Even a gift of \$5, \$10 or \$25 a month, combined with other givers, makes a huge impact. Become a difference maker today with your donation.

Stay tuned for upcoming events and volunteer opportunities!

[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]