Sample United Way Campaign e-Mails

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CAMPAIGN PREVIEW — SENT ONE WEEK BEFORE CAMPAIGN STARTS

Subject line:
Community Impact Campaign coming soon

Body copy:
The [COMPANY NAME] annual United Way Community Impact Campaign starts next week! Here’s an incredibly unique new video that does a great job explaining what United Way does in the Treasure Valley:

http://youtu.be/vU4kwGjz0Pk
https://vimeo.com/45985353

The Community Impact Campaign is a great opportunity for us to have some fun but, most importantly, learn about the various collaborations that are helping UWTV address the most substantial problems in our community. By bringing together representatives from nonprofits, foundations, businesses and government entities with a shared community vision, UWTV is aligning support and resources behind proven solutions.

Please join us in as many of the events and activities as you can:

- Learn about the impact your United Way contributions make in our community.
- Visit a United Way service provider to see your donation in action.
- Participate in a volunteer project.
- Take part in one of the fun team-building activities.

Look for more information next week!

Sincerely,

[EMPLOYEE CAMPAIGN COORDINATOR]

P.S. Here’s a little something to think about before our campaign kickoff. Ten years from today, someone who is currently 4 years old will be starting 9th grade. If you could do anything to improve the community for that child — and all of us — by 2021, what would you do?
CAMPAIGN KICKOFF

GENERAL VERSION

Subject line:
Uniting to Address Community Needs

Body copy:
Idaho has the fourth-highest suicide rate in the country. And Idaho is the only state without its own suicide prevention hotline.

When these startling facts came to United Way of Treasure Valley’s attention, the organization made the issue a top priority. UWTV brought together public and private partners statewide to mobilize existing and new efforts to secure an Idaho Suicide Prevention Hotline.

Thanks to cohesive work and funding from businesses, nonprofits and the state, the Idaho Suicide Prevention Hotline was approved and will be operational this fall.

Your gift to United Way helps fund and facilitate this collaboration and many others, including the P16 Caldwell Education Project, which you can learn more about from our Impact Video:

http://youtu.be/vU4kwGjz0Pk
https://vimeo.com/45985353

Also, United Way supports vital local agencies such as Big Brothers Big Sisters and the Women’s and Children’s Alliance.

Before deciding whether to donate — completed pledge from needs to be turned in by [MONTH XX] — please take advantage of these informational opportunities:

- Come to a meeting to learn more about how the work of United Way makes an impact in our community, by investing in the areas of Education, Financial Independence and Health.
- Join us for a volunteer project.
- Take a tour of a United Way partner agency. Please let me know if you are interested.

If you have any questions — about this or at any time throughout the campaign — please let me know. And thanks for your support of United Way.

Let’s have a great campaign!

[ECC]

P.S. Last year, our United Way campaign raised [$XX,XXX] for our community and we expect to reach a goal of [$XX,XXX] this year. Please help us. Turn in your pledge card by [MONTH XX].
WHAT A DOLLAR BUYS

Subject line:
For the Price of Two Lattes a month...

Body copy:
“What difference does my contribution make?” This is one of the most common questions [COMPANY NAME] employees ask about United Way.

You might be surprised at how much an affordable weekly gift can accomplish when it’s invested in the most effective, efficient Education, Financial Independence and Health programs in our community.

- **Education**: $1 a week sponsors annual membership to Boys & Girls Club for 5 children. For $26 ($1 per paycheck), you can provide fuel to transport unemployed refugees in Create Common Good’s vocational training.

- **Financial Independence**: $1 weekly provides a family with the use of a phone for a month through CATCH. A phone is necessary today to search for jobs, call physicians and arrange day care.

- **Health**: A $100 contribution pays for a dental hygienist to screen and provide dental education and tools for better oral health for 24 refugee patients through Family Medicine Residency.

As you can see, even a small investment in United Way’s Community Fund goes a long way toward giving individuals and families opportunities to succeed. I hope you’ll join me in giving at a level that’s right for you.

Thank you,

[ECC]

P.S. Please remember that your United Way pledge card is due by [MONTH XX].
Subject line:
Thank You for Your United Way Gift

Body copy:
Thank you for committing your support to United Way. Your generosity will help give Treasure Valley individuals and families opportunities to succeed.

If you didn’t provide your personal email address when you made your pledge, I encourage you to do so now. Then you can begin receiving United Way updates via email. It’s a great way to stay informed about the impact of your gift.

You’ll also learn about opportunities to volunteer and advocate for better education, financial independence and health in our community.

> Sign up to receive United Way e-mails

If you have any questions about United Way or your gift, please let me know.

Thank you,

[ECC]
Subject line: Your Gift Matters: United Way Reminder

Today is the midpoint of the [COMPANY NAME] campaign for United Way, and we’re off to a great start! Many from our team are making commitments to achieve the biggest possible improvements in the lives of people throughout the Treasure Valley. This very unique and brief video helps convey that impact:

[Video Link]

If you have already given, THANK YOU! You are providing opportunities for individuals and families to succeed.

If you haven’t yet made your gift, please consider donating to help address critical needs in our community. Here are just a few examples of United Way’s impact in the past year:

- United Way brought together public and private partners statewide to secure an Idaho Suicide Prevention Hotline. Our state’s suicide rate is fourth highest in the U.S.
- United Way helped create the P16 Caldwell Education Project, an evidence-based, multifaceted program to prepare Caldwell School District students for postsecondary education and provide guidance toward a meaningful career.
- In 2012, 4,599 low-income people utilized the Earned Income Tax Credit program, with a cumulative refund amount of $5.1 million. The program provides free tax preparation services.

If you have any questions about United Way or about making your gift, please contact me.

Thank you for making a difference in our community!

Sincerely,

[ECC]

P.S. Please remember that United Way pledges are due by [MONTH XX].
LEADERSHIP VERSION — SENT THE DAY OF THE LEADERSHIP EVENT

Subject line: 
Your Gift Matters: United Way Reminder

Body copy:
Thank you for attending today’s United Way Gem Society “Leaders in Giving” event. Your colleagues are making their commitments to help [COMPANY NAME] reach our Leadership Giving goal of $[DOLLAR GOAL] — and ultimately to engage and mobilize the community so individuals and families have opportunities to succeed.

If you have already given, THANK YOU! Because you chose to make a Leadership gift that sets an example for others, you’re creating a brighter future for our community.

If you haven’t yet made your gift, please consider donating $1,000 or more annually to help address critical needs in our community. A Gem Society gift to the Community Fund greatly enhances United Way’s ability to make a significant impact.

Here are a few examples of what Community Fund grants accomplished last year:

- United Way brought together public and private partners statewide to secure an Idaho Suicide Prevention Hotline. Our state’s suicide rate is fourth highest in the U.S.
- United Way helped create the P16 Caldwell Education Project, an evidence-based, multifaceted program to prepare Caldwell School District students for postsecondary education and provide guidance toward a meaningful career.
- In 2012, 4,599 low-income people utilized the Earned Income Tax Credit program, with a cumulative refund amount of $5.1 million. The program provides free tax preparation services.

If you have any questions about United Way, the benefits of becoming a Gem Society member or making your gift, please contact me.

Thank you for your commitment to the community!

Sincerely,

[ECC or Leadership Giving Chair]

P.S. Please remember that United Way Gem Society pledges are due by [MONTH XX].
Subject line: 
Opportunity to impact your community — United Way reminder

Body copy: 
Tomorrow is the final day of the [COMPANY NAME] campaign for United Way of Treasure Valley. Already, [PARTICIPATION RATE]% of our team has participated. And we’ve [reached [GOAL PERCENTAGE]% of our initial goal] [raised ${DOLLARS PLEDGED} for our community].

That’s a fantastic commitment to providing local individuals and families with opportunities to succeed. I’m so grateful for your support of United Way, an organization that brings together all types of people with a shared community vision. Have you seen the Impact Video?

http://youtu.be/vU4kwGjz0Pk
https://vimeo.com/45985353

That’s a pretty big impact! And it’s not too late to donate. Every additional person that we mobilize, every extra dollar that is donated, helps address critical needs in our community.

If you haven’t already given, please consider making a pledge for long-term impact in our community.

If you have any questions about United Way or making a gift, please contact me.

Thanks for your support and your commitment to the community.

Sincerely,

[ECC]
Thank You for a Successful United Way Campaign

Thank you for being part of a successful [COMPANY NAME] campaign for United Way. You have truly helped achieve United Way’s vision: an engaged and mobilized community where individuals and families have opportunities to succeed. Our financial gifts, volunteer efforts and passionate advocacy for our neighbors will address issues impacting low-income individuals and families in the Treasure Valley.


[Additionally, [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.]

Those numbers demonstrate our willingness to support collaborative, innovative and sustainable evidenced-based solutions to community issues. Thank you very much for your generous efforts.

Sincerely,

[ECC]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way e-mails at your personal address. It’s a great way to learn about needs and opportunities throughout our community all year long.