

We bring people and resources together to solve problems too big for any of us to solve on our own.



## Email Template: From the CEO

**To:** Employees

**Subject:** You can help change the odds

Dear [Employee],

Once a year, each of us has a chance to make a difference in the lives of people in our community through our company's United Way campaign.

[Company] believes it takes the whole community working together to reach our mutual goals.

Through our commitment to United Way, we help find and support community solutions that improve the lives of people you know – some who even live in your neighborhood or work alongside you. From a business perspective, I respect United Way because they make data-driven, outcomes-focused decisions that are grounded in best practices, so I'm confident my investment will be put to good use.

To make a difference in our community, I encourage you to invest in United Way through payroll deduction. It's the easiest, most convenient way to make the changes we want to see in our community.

I am proud to say that I have personally given to United Way and that [Company] has committed to give a [Dollar Amount or A Dollar for Dollar Match] corporate gift this year. I invite you to join me and help change the odds for children, veterans and families in our community.

Sincerely,

[Name]

[Title], [Company]

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## Email Template: Kickoff

**To:** Employees

**Subject:** United Way Campaign: Kickoff

Colleagues,

Today marks the start of our United Way campaign! I am personally excited to have [Company] supporting United Way in this year's campaign because I believe in the profound impact we can have on our community.

Did you know that 14.2% of children in our area are food insecure? That means they don't know where their next meal is coming from.

And did you know that 5% of the 230,000 veterans in our area are living below the poverty line? That's 11,500 men and women who have served our country in crisis.

With our help, United Way is working to not just help the lucky few who beat the odds, but to change the odds for generations. I hope you will join them in that mission by choosing to give generously with this year's pledge.

United Way is more than a campaign and your gift is far more than a payroll deduction. You have the power to help change the odds for children, veterans and families in our area. Will you?

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]

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## Email Template: Encouragement

**To:** Employees

**Subject:** United Way Campaign: Kickoff

Colleagues,

We are one week into our United Way campaign and I am already overwhelmed by your generosity thus far.

Our campaign total is currently up to [Insert total raised to date] and [Insert participation] percent of our employees have participated!

Congratulations to our first group of United Way winners:

- [Incentive]: [Name]

If you have not already, please take some time this week to carefully consider your pledge. And, for those of you who have participated in the past, I encourage you to consider a 5-10% increase of your pledge this year. That small step can make a big difference for children, veterans and families in our community.

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]

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## Email Template: Mission United Spotlight

**To:** Employees

**Subject:** United Way Campaign: Spotlight on Mission United

Colleagues,

Our campaign total is now up to [Insert total raised to date] and [Insert participation] percent of our employees have participated!

Congratulations to our next group of United Way winners:

- [Incentive]: [Name]

Did you know that Virginia has the nation's largest veteran population as a percent of total population? Of all the veterans in Virginia, one third call Hampton Roads home. That's over 230,000 veterans – more than 10,000 of them are living below the poverty line. Our local population is unique and requires extra efforts to **serve those that have served**.

**Mission United** is a United Way-led collaboration of more than 50 community partners providing housing, utilities, food, job training and employment assistance, transportation, financial management and family support to area veterans and their families.

Mission United uses a unique approach, breaking down the silos created by focusing on a single expressed need to get to the real issue – often a chronic illness, lack of transportation or job without benefits. This approach is supported by Unite Us, a web-based platform that works much like an electronic medical record to enable multi-site, real-time, secure care coordination across the entire network of partners – connecting the dots for veterans and cutting down on emails, phone calls, dead ends.

Since 2016, Mission United has addressed the needs of our 1,500 military-affiliated individuals. Click [here](#) to learn more about how Mission United is making an impact by serving those that serve.

You can help change the odds for veterans and their families. Will you? Make your pledge today!

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]

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## Email Template: United for Children Spotlight

**To:** Employees

**Subject:** United Way Campaign: Spotlight on United for Children

Colleagues,

Our campaign total is now up to [Insert total raised to date] and [Insert participation] percent of our employees have participated!

Congratulations to our next group of United Way winners:

- [Incentive]: [Name]

Where do you begin when the obstacles to success are numerous and constant? When hunger and joblessness are ever-present? When hope and inspiration are in too-short supply? Just where in our community do you start to break the cycle of poverty?

### **You start with the children.**

Six years ago, the passionate philanthropists of Women United did just that – creating a United Way-led collaborative initiative called **United for Children**. The mission: to give our region's most disadvantaged children an early opportunity for a good education and a future.

Since then, United for Children has made a difference for 20,000 children in our community providing computer labs and tutoring, helping fight summer learning loss through a program called Summer LEAP, donating books to encourage reading, and addressing some of the small but frequent barriers to a child's success, such as a warm coat, a pair of glasses, or shoes without holes in them.

But there's still more to do, and with your help, United for Children can expand its reach to provide the services these children and their families need to thrive.

You can help change the odds for children and families in our area. Will you? Make your pledge today!

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]

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## Email Template: Membership Groups Spotlight

**To:** Employees

**Subject:** United Way Campaign: Membership Groups

Colleagues,

Thank you to everyone who has already made their pledge for our United Way campaign. Our total is now up to [**Insert total raised to date**] and [**Insert participation**] percent of our employees have participated!

But United Way is more than a campaign and your involvement can go beyond the dollars. One way to help make a stronger impact in our community is by joining one of United Way's four membership groups:

- **Women United:** A local network of philanthropic women who contribute both financial resources and physical energy to improve the lives of women and their families. Women United members give a minimum gift of \$1,000 annually.
- **Young Philanthropists:** A growing group of over 1,300 members in their 20s, 30s and 40s who unite like-minded individuals and promote a spirit of philanthropy and volunteerism in our community. YP members have a sliding scale of minimum gifts - \$250 in your 20s | \$500 in your 30s | \$1,000 in your 40s.
- **African American Leadership Society:** A group of leaders who commit their time, energy, and financial resources to building a stronger community. AALS members give a minimum gift of \$1,000 annually.
- **Tocqueville Society:** Created to recognize donors who exhibit exceptional philanthropic leadership and give at least \$10,000 annually to United Way.

Members are invited to special events and volunteer opportunities to network with like-minded individuals in a community centered around making a difference. To learn more about these groups, click [here](#).

If you'd like to join one of these groups, you simply need to pledge at the level mentioned above and indicate your interest on your pledge form. If you have any questions, please let me know.

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]

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## Email Template: Final Push

**To:** Employees

**Subject:** United Way Campaign: Final Push!

Colleagues,

We're coming up on the end of our United Way campaign and I want to thank everyone who has made their pledge to help change the odds for children, veterans and families in our community.

Our campaign total is currently up to [Insert total raised to date] and [Insert participation] percent of our employees have participated! We are just [Insert amount left] away from hitting our goal of [Insert goal amount]!

Help us hit our goal – make your pledge today!

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]

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## Email Template: Thank You

**To:** Employees

**Subject:** Thank you for helping change the odds!

Colleagues,

We did it! Thanks to your generosity, we raised [Insert total raised to date] and [Insert participation] percent of our employees participated! By investing in the United Way of South Hampton Roads through our workplace campaign, we have helped build a stronger, more caring community for everyone. But United Way is more than a campaign and your gift is more than just a payroll deduction. Through your commitment, you are helping change the odds for children, veterans and families in our community. Thank you for investing in what matters – results!

Sincerely,

[Name]

United Way Employee Campaign Leader, [Company]