

2021 United Way Email Templates

Campaign for our Community

Campaign Coordinator,

These are your ready-to-go email templates to help you inform your team of their upcoming United Way *Campaign for our Community*!

You are welcome to fill in the yellow highlights (campaign dates and company name) and use them exactly as they are or make any desired edits. You can swap out text, photos, and the email order to best suit your company needs. You can use the suggested images within this document; or select from additional options in your Coordinator Toolkit.

Most Campaign Coordinators find it helpful to copy and paste the content into email drafts, or even pre-schedule them within their email server, based on campaign dates.

If you have any questions or requests for additional materials, please email or call your United Way contact! Thank you so much for your support. YOU are helping to improve local lives.

- The UWBFCO Team

PRE-CAMPAIGN EMAIL

This email is best sent 1-3 weeks prior to your kickoff/ Campaign start date to let your team know about the upcoming campaign! This includes start date, notification that it is safe to open emails from United Way, and your company's options to give.

Send Date: _____ Send Time: _____

To: employee@company.com

From: ceo@company.com or coordinator@company.com

Subject: United Way Campaign – coming soon!

Dear <NAME>,

Our United Way Campaign starts on <INSERT DATE>! You'll be receiving a few emails throughout our campaign. I encourage you to open them and learn about how your gift can improve lives right here in Benton and Franklin Counties.

Our organization continues to partner with United Way to help our neighbors in need. This partnership is even more important this year, as we help our community rebuild from the effects of the pandemic.

You will have the opportunity to make a pledge through [\[list the available options and remove those not applicable to your company\]](#) payroll deduction, credit or debit card, or check.

Your gift will help meet the areas of greatest need for local children and families. Together, we can create opportunities for a better tomorrow.

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

CAMPAIGN KICKOFF

This email is intended for your kickoff/ campaign start date.

Note: If you are using ePledge, you can link your company's registration page below. If you are not using the United Way ePledge online portal, that suggestion should be removed.

Send Date: _____ Send Time: _____

To: employee@company.com

From: support@uwbfc.org

Subject: Ready, Set, UNITE

Dear <NAME>,

Get ready because our Campaign for our Community starts ... right now! United Way of Benton & Franklin Counties improves lives and strengthens communities. And you can help us make a difference in local lives when you **LIVE UNITED**.

Our local United Way is:

- Helping our neighbors recover from the economic, educational, and health impacts of the pandemic.
- Addressing childhood poverty and inequities right here in Benton and Franklin Counties.
- Supporting programs like affordable health services, speech services for children with developmental delays, housing assistance and professional training for parents recovering from substance abuse, and so much more!

Make a gift to United Way's areas of greatest need to help us improve the lives of our local kids. You can also support any nonprofit of your choice.

Together, we are building a stronger community – one gift at a time!

[Click here to give now \[insert link to this text\] or submit your completed pledge form today.](#)

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

REMINDER #1

Best scheduled for one week in, or mid-campaign.

Send Date: _____ Send Time: _____

To: employee@company.com

From: support@uwbfco.org

Subject: It's Time to UNITE

Dear <NAME>,

Please join us again this year to support the needs of our local community!

Did you know?

Benton and Franklin Counties is a high-risk area for human trafficking. Local factors including teen pregnancy rates and the poverty level — both of which are higher than last year — can increase the risk of human trafficking in a community. Approximately 75% of the people who have been trafficked and are receiving support from our local nonprofits are 24 or younger; and many of them lack formal education, professional skills, have mental health concerns, and are recovering from abuse.

While it's not easy to share the difficult challenges that affect our community, **there is hope.**

"...I only have thanks to give, a big thanks. This incident that happened I wouldn't wish upon anyone. I didn't know what to do or where to turn and you all were there to help guide me." –Survivor of Sexual Assault at SARC

"...Without the generous funding that United Way provides, we would not have the opportunity to help so many families." – Cork's Place, grief counseling for children

Make a gift to our local United Way today! Donors like you help programs like these continue serving the community.

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

REMINDER #2

Best scheduled for 7-3 days before your campaign end date.

Send Date: _____ Send Time: _____

To: employee@company.com

From: support@uwbfco.org

Subject: UNITE for Your Community Today

Dear <NAME>,

We invite you to make a difference by giving in your *United Way's Campaign for our Community* today.

Why give to United Way of Benton & Franklin Counties?

Local children are the future of our community. We focus donor support on addressing challenges that threaten their future—like learning gaps, absenteeism, hunger, and homelessness.

Your gift can improve the life of a local child right now. Here are examples of how far your gift can go:

- \$25 supports outreach and education to prevent violence against children.
- \$50 provide one week of prepared meals to a low-income child under the care of a grandparent.
- \$150 provides advocacy for an individual with intellectual and developmental disabilities.

UNITED, we can address challenges that impact our local children and help them reach their potential!

[Click here to give now or submit your completed pledge form to \[Coordinator's Name\] by \[Campaign close date\].](#)

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

LEADERSHIP GIVING/ LEADERSHIP CIRCLE ENCOURAGEMENT

This is optional, but highly suggested to send to your employees who previously gave at this level. We can provide you with a list of your leadership-level employee donors upon request. Be sure to work with your team to identify potential leadership donors for this year.

If your company honors leadership donors in your own way, this is also an opportunity to include that information.

Send Date: _____ Send Time: _____

To: employee@company.com

From: Coordintaor or CEO@yourcompany.com

Subject: UNITED, We Lead the Way

Dear <NAME>,

Our United Way's Leadership Circle celebrates donors who give \$1,000 or more annually. As an agent of change in our community, please support the community with a Leadership Circle gift today.

A Leadership Circle gift can do BIG things for your community!

- **\$1,000** – provides 17 families with the resources to prepare children for kindergarten.
- **\$5,000** – helps 300 parents receive affordable behavioral health care.
- **\$10,000** – supports 25 victims of human trafficking with their healing and recovery.

Leadership Circle donors have a collective impact that is felt throughout Benton and Franklin Counties. Did you know local **Leadership Circle donors helped us raise \$1,355,919 for our community's greatest needs** during our 2020 campaign? Join us this year as we continue to change the lives of local children and families.

UNITED, we can lead the way to a better future.

[Click here to give now or submit your completed pledge form to \[Coordinator's Name\] by \[Campaign close date\].](#)

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

LAST EMAIL – CAMPAIGN ENDS TODAY

Schedule for the final day of the campaign.

Send Date: _____ Send Time: _____

To: employee@company.com

From: support@uwbfco.org

Subject: Only Hours Left to LIVE UNITED

Dear <NAME>,

Today is the last day of our *Campaign for our Community!*

The demand for educational resources, health services, and basic needs has increased due to the pandemic. Last year, over 75,000 local people received life-improving services because of local donors who gave to United Way. Today, you can help neighbors in need by making a gift.

Gifts of all sizes can make a huge impact on the lives of those around us.

- \$25 provides one low-income parent with an affordable behavioral health service.
- \$65 provides shelter, meals, and clothing to a teen who does not have a safe place to sleep.
- \$180 assists four parents with skills to reconnect with their children leaving the welfare system.
- \$1,000 supports training for service dogs being placed with veterans experiencing PTSD.

Please give now to support your community during the upcoming year.

[Click here to give now or submit your completed pledge form to \[Coordinator's Name\] today.](#)

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

LAST-CALL FOR PAST DONORS

This is optional, but highly suggested to send 3-7 days after your campaign closes.

Chances are that you have employees who have in the last campaign but missed their opportunity to give this year. This is a subtle reminder that you can send to just the employees who gave in 2020, are still employed with you, and have not made a pledge for 2021. If you would like to provide this opportunity, we can provide that list of employees for you.

Send Date: _____ Send Time: _____

To: employee@company.com

From: support@uwbfc.org

Subject: One More Chance to UNITE!

Hey <NAME>,

Our annual *Campaign for our Community* just ended, but it's not too late to help. You have been a donor in the past, and we could use your support again this year as we rebuild our community from the effects of the pandemic.

You can continue your community support today by clicking here or submitting your PDF pledge form.

Thank you for your continued support,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

THANK YOU- post campaign communication

Don't forget this important piece! We suggest sending this to all employees, whether they gave or not, to help you report the successes of your campaign and impact of their gift.

Please note: in order to provide you with a campaign total in a timely manner, the number reported will include pledges made rather than funds received and are subject to an audit by our Finance department. We can provide your Coordinator with a final, audited number as soon as it becomes available. The audited total is the number to use when comparing campaign results year to year.

Send Date: _____ Send Time: _____

To: employee@company.com

From: support@uwbfco.org

Subject: THANK YOU!

Thank you to everyone who contributed to the 2021 *Campaign for our Community!* Your support is making Benton and Franklin Counties an even better place to live and work.

Together, our campaign raised **[\$XXXXX]**! Your gifts to United Way will help us meet the greatest needs of children and families.

Want to stay connected throughout the year?

Learn more about what donors are doing to meet ongoing needs in our community by visiting the [United Way of Benton & Franklin Counties website](#), or view local volunteering opportunities at VolunteerTriCities.org!

Thank you for **LIVING UNITED**.

<SIGNATURE BLOCK OF CEO OR COORDINATOR>