

2020 Campaign Email Toolkit

Thank you so much for supporting United Way of the CSRA this year as an Executive Campaign Manager (ECM)! We know the extra effort, time and resources it takes to run a successful workplace campaign, so just know our staff is truly appreciative of you.

For your convenience, we've provided email templates to help draft your workplace communications for common campaign milestones. We suggest you keep your staff up-to-date about activities, monetary contributions, progress on volunteer hours, as well as ways your employees can get involved if they haven't already. We find a good way to energize your employees and encourage more engagement is to acknowledge those who have already given by name. Ideally, these will be individuals who have gone above and beyond in your campaign.

We don't want to go overboard with email communications, so we only recommend 5-6 emails throughout your campaign to keep employees up to date and aware. Here is a timeline you should consider when sending emails, from introducing the campaign to thanking employees:

1. First introducing the campaign
2. Kickoff of the campaign – first day
3. Thanking those who have donated so far
4. Impact of your gift
5. Last call
6. Final thank you

Additionally, consider sending an email if:

- Recapping an employee team-building experience, volunteer outing or agency tour
- If you reach or surpass a goal in giving or volunteerism

Additional Tips

Even though we're providing templates, please tailor the campaign and communications to your workplace and its culture the best you can! We want your employees to feel moved, so try to keep the tone of your communications authentic, conversational and inspiring, while providing real reasons why employees should give.



Send one week before campaign launch

Email #1: First introducing the campaign

Subject: How Can We Make the CSRA a Better Place?

Good morning/afternoon!

As a [CO-COORDINATOR/EXECUTIVE CAMPAIGN MANAGER] of our United Way campaign, I will be reaching out periodically in the coming weeks to help you better understand the nonprofit's mission and their impact right here in the CSRA.

Building on nearly 85 years of experience of solving complex social issues in the CSRA, United Way brings together businesses, nonprofits, schools, government entities, donors, and volunteers to fight for the basic health needs, education, and financial stability of each child, young adult, and family in our community.

This is incredibly important work as more than half of our community (51%) struggles to make ends meet and either lives in poverty or is considered the working poor. With the current COVID-19 pandemic, these individuals are now facing even more obstacles.

Starting [DATE HERE], you can join a passionate group of change-makers simply by participating in [COMPANY NAME'S] United Way campaign.

There are so many ways to get involved this year that go above and beyond donations. So, stay tuned for some super fun special events and creative activities to help you flex your philanthropy among friends and colleagues.

United Way can only help our struggling neighbors with your help. So, whether you can give, volunteer your time to give back, or both, I invite you to join me in supporting our local United Way.

Together we will help our most vulnerable families and make the CSRA a better place for all.

[\[DONATION LINK\]](#)



Send on campaign kickoff day

Email #2: Campaign Kickoff

Subject: Our United Way Campaign Starts Today!

Last year, United Way of the CSRA improved the lives of more than 215,000 individuals residing throughout the CSRA.

Because of dedicated supporters like us, United Way ensured more students graduated ready to succeed, more families achieved financial stability, and more of our neighbors received the care they needed to lead healthy, productive lives.

That's why [COMPANY NAME] is proud to kick off our United Way campaign today. Like United Way, we believe that by working together, we can strengthen education, financial stability and health in our community to create positive, long-term change.

Because truth is, more needs to be done. Now more than ever.

Across the CSRA, 1 in 3 children now experience hunger every day. 550,000 individuals are newly food insecure, including 280,000 children statewide – that's a 42 percent increase pre-COVID-19. And 65% of our third graders are still not reading at grade level.

So how can you help?

Give, advocate or volunteer your time and talents. Or better yet, all three.

Last year, [NUMBER OF EMPLOYEES] (COMPANY NAME) gave [\$ CAMPAIGN AMOUNT AND/OR VOLUNTEER HOURS]. That's incredible! Not only did this make the entire company proud, but it also helped make our community a better place to live, work and raise our families.

Here's how to make this year even more successful:

- Make your pledge to United Way. Based on your giving level, donors are invited to join one of our affinity groups appropriate for their giving level. All giving groups offer volunteer opportunities, events and networking as part of meaningful year-round engagement.
- Come to a meeting to learn more about how we can make the biggest possible difference in our community.
- Volunteer virtually with your friends— email me for more information — or sign up for volunteer opportunities through the United Way website.

Thank you for your support of United Way.

[CEO or CORPORATE LEADER NAME]



Send periodically when an employee pledges

Email #3: Thank You

Subject: Thank You for Your Support - We're Already Making a Positive Impact!

Making a pledge like you just did is no small thing! So, we applaud you for making a commitment and taking the first step toward creating a better community.

Thank you for that. It's because of caring people like you that United Way is able to deliver results right here at home.

I hope you're feeling inspired and that you'll decide to take your commitment even one step further by signing up to receive United Way emails. You'll get to see where your investment is going and discover other ways you can get involved in our community.

[Sign up here to receive emails from United Way.](#)

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

Thank you,

[CORPORATE LEADER NAME]



Send mid-campaign

Email #4: The Impact of Your Gift

Subject: Your Gift Changes Lives in the CSRA

So, you want to know the impact of your gift to United Way? It's a common question [COMPANY NAME] employees ask and I'm here to answer it for you! You might just be surprised at how much an affordable weekly gift can accomplish for local families.

United Way of the CSRA strategically mobilizes local community resources to help solve complex social issues using the dollars YOU give. They bring together businesses, nonprofits, schools, government entities, donors and volunteers to create lasting change in our region.

Together with their passionate supporters, United Way of the CSRA ensures all children, young adults, and families have the tools and resources they need to achieve their maximum potential.

Last year alone, they ...

- Helped more than over 15,000 young children gain vital skills through early learning and literacy programs.
- Helped more than 7,500 young adults gain a solid foundation through life and career skills training.
- Helped nearly 19,000 local residents gain access to critical resources and information through their 2-1-1 helpline.

Most recently, United Way improved the lives of more than 67,000 local families struggling with the impacts of COVID-19.

So, as you can see, when you invest with United Way, you help move the needle on critical issues that impact local families each and every day. Your gift helps Lead Families Forward not only for today, but for next week, next year, and the next generation.

I give to United Way because I want to know that every dollar I give is making the biggest possible impact here in our community.

I hope you will consider joining me by giving at the level that's right for you.

Thank you,

[CORPORATE LEADER NAME]



Send the day before the campaign ends

Email #5: Last Call Before Campaign Ends

Subject: LAST CALL: We Still Need Your Help!

The timeline for our United Way campaign is nearing the end, but the need to help families throughout the CSRA still remains. We'd love for you to help us Lead Families Forward, because the problems our neighbors were facing before the COVID-19 pandemic aren't going to just disappear. In fact, they're now even more present.

In the midst of probably the most challenging time for us all, those who were already in need are now more vulnerable than ever before.

Already, [PARTICIPANT RATE] % of your friends and colleagues have added their name to the list of [COMPANY NAME] employees whose biggest goal is to create positive lasting change for families in our region.

I feel truly honored to work among a group of such incredible people who care enough to help local children, young adults, and families reach their maximum potential.

If you haven't already given, please make a pledge and invest today. If you have questions, ask me. If you want to know more, ask me! If you want to make a difference, give.

And thank you so much for everything you do to create a better tomorrow for every child, young adult and family right here in the CSRA.

Sincerely,

[CEO or CORPORATE LEADER NAME]

P.S. [Please remember to visit [\[DONATION LINK\]](#) to make your pledge online.]



Send after campaign concludes

Email #6: End of Campaign Thank You

Subject: You Showed up in a Big Way. Thank You!

Words cannot express how proud I feel! Please join me in celebrating the incredibly successful [COMPANY NAME] campaign. It truly takes all of us to create lasting change in our community and today I'm so appreciative that those I work with came together to support local families in need.

So, without further ado, I'm so proud to report:

- [COMPANY NAME] employees gave \$[DOLLARS PLEDGED] to United Way.
- [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

This just goes to show that together, we can accomplish more than any single group can on its own. On behalf of the thousands of families, neighbors, and friends across the CSRA, thank you. It's because of caring people like you that children will be more prepared to graduate from school and families can be that much closer to achieving their education, financial, and health goals.

Sincerely,

[CORPORATE LEADER NAME]

P.S. Whether or not you were able to support the campaign, please remember that you can [sign up to receive emails from United Way of the CSRA.](#)

It's a great way to learn about needs and opportunities throughout our community all year long.