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2017-18 United Way Campaign E-Communication Sample Messages

One Month Prior to Campaign

Message from Committee Announcing UW Campaign (& Save the Date for Kick-Off) to all employees

Subject Line: Together, we can make a difference.

Dear [First Name]:

In our region, nearly 680K individuals — including 216K+ children — live in poverty.

Poverty traps families for generations and limits our children before they even have a chance to succeed...**BUT together, we can change this.**

At [Insert Company Name], we are joining United Way's movement to end poverty in our region. Together, we can help break the cycle of poverty by focusing on building successful youth and stable families. Our United Way campaign will run from [Insert Date]-[Insert Date]. Please join us on [Insert Date] at [Insert Time] as we kick off this important campaign and learn more about how you can make a difference right here in the local communities where we live and work.

[Insert more details specific to your event and what your employees can expect.]

If you have any questions, please reach out to one of our Campaign Committee members.

Thank you in advance for your support and we look forward to seeing you at our kick-off!

Sincerely,

[Insert names of campaign committee]

2017
UNITED WAY
campaign

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Message from CEO to Leadership Donor Prospects with Ask & Save the Date for Special Event

Subject Line: Your leadership matters.

Dear [First Name]:

Our United Way campaign is just around the corner and our Campaign Committee members are hard at work preparing the campaign materials, setting up our special events and making this a fun and meaningful process for all of our employees.

I am excited to join United Way's movement to end poverty in our region. And as we prepare to launch this important campaign, I am asking for your support.

As a leader in our organization, you have a unique opportunity to drive momentum and lead by example by giving to fight our community's most pressing issue - poverty. With a Leadership gift of \$1,000 or more, you will demonstrate to your team, and to all of our employees [and customers], that you are committed to the cause: ending intergenerational poverty across our region. I hope I can count on your support to get this year's campaign off to a fantastic start!

United Way offers a Step-Up program to enable supporters to make a larger investment in the community and reach a new level of giving over three years. Leadership donors are invited to annual events and recognized by United Way for their support. Visit [United Way's Leadership Giving page](#) to learn more.

We will formally launch our United Way campaign on [Insert Date], but I ask that you consider making your Leadership level gift in advance of that date by clicking [here](#). As a thank you, we will hold a special [Insert Name of Event], for all of our Leadership Donors. I look forward to announcing the results of our early efforts at the Kick-Off on [Insert Date] to help inspire giving among all of our colleagues!

If you have questions or need more information, please reach out to [Insert Name], who is this year's campaign chair. Thank you in advance for your leadership [and making this our best campaign effort yet]!

Sincerely,

[Insert CEO Signature]

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Two Weeks Prior to Campaign

Reminder about the Campaign and Message about Special Events/Incentives to all employees

Subject Line: Reminder: Our United Way movement needs you!!

Dear [First Name]:

Research shows that 1 in every 2 children born into poverty will remain poor throughout their lives...but together, our support at [Insert Company Name] can **MAKE A DIFFERENCE.**

We are only two weeks away from launching our United Way campaign to end intergenerational poverty in our region! We hope you are as excited as we are about our opportunity to help improve lives and strengthen our local communities.

So far, you know about our campaign kick-off on [Insert Date], but we wanted to give you a little bit more detail about what to expect throughout the course of our campaign.

[Insert info about any special events/volunteer days/mini-fundraisers/incentives/etc. to help drum up excitement]

If you have any questions, please reach out to one of our Campaign Committee members.

Thank you in advance for your support and we look forward to seeing you at the kick-off in 2 WEEKS!

Sincerely,

[Insert names of campaign committee]



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First Day of Campaign

Message from CEO Introducing the Campaign [& Save the Date for Closing Celebration] to all employees

Subject Line: Join me in Our United Way Campaign, [Insert Dates]

Dear [First Name]:

As you heard at today's United Way Campaign Kick-Off, [Insert Company Name] is joining United Way's movement to end intergenerational poverty in our region – and we hope you stand with us!

As our region's largest philanthropic partner, United Way works to address the toughest challenges in local communities throughout the Greater Philadelphia and Southern New Jersey area. Through strong partnerships, seeking new solutions to old problems, and mobilizing the best resources and the most inspired supporters, United Way tackles the problems that no one can solve alone. It's what makes United Way unique: that although it operates around the world, each local United Way leverages their volunteers and resources to support, fund and convene local partners who are committed to driving meaningful, impactful, LOCAL change.

Our local United Way is on a mission to end poverty in our region. Children succeed when their parents succeed, that's why United Way is focused on 2-generation approach that builds youth success and stable individuals and families.

With your support of United Way's Impact Fund, together, by 2030:

- 90% of children will read on grade level by the end of 3rd grade
- 50K youth aged 15-24 will reconnect to school or work (we will prevent 16,000 from disconnecting)
- And 300K individuals will overcome poverty (and we will prevent 300K more from slipping into its cycle)

I hope you'll consider a contribution to United Way during our campaign – in particular, to **United Way's Impact Fund**.

This year, our goal is to raise [Insert Dollar Amount] and [Insert Additional Goals if Applicable].

Click [here](#) to make your donation online now. (This is a unique, confidential link only for you.)

[To celebrate the conclusion of our campaign and our inevitable success, please hold [Insert Date] for an End of Campaign Celebration. A formal calendar invitation will follow.]

Thank you for all you do for [Insert Company Name] and for our neighbors in need!

Sincerely,
[Insert CEO signature]

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Reminders Throughout Campaign

Reminder to give from the Campaign Committee/ECC about ending poverty/the movement to all employees

Subject Line: With your gift, you help change lives.

Dear [First Name],

We are writing to echo [Insert CEO Name's] invitation to make a gift to our United Way campaign. As of today, we've raised \$X and are X% of the way to our goal of \$X. To make your donation now, click [here](#). As you know, [Insert Organization Name] is committed to giving back to our region. In partnership with United Way, we know that our support is reaching those who need it most and is creating the greatest Impact.

When you invest in United Way's Impact Fund, ***you help break the cycle of poverty.***

When you help a child read on grade level by the end of third grade, ***you give her a better chance to graduate high school.***

When you help a 16-year-old complete his GED or a 22-year-old hold a steady job, ***you give him tools for success and help him stay out of trouble.***

When you help a family overcome poverty, ***you give their children a brighter future and strengthen our community for the long term.***

Last year, we raised more than [Insert Dollar Amount if applicable] during our United Way campaign. We are proud of what we accomplished - providing opportunities for so many of our neighbors in need. I hope you will join us in making a gift to this year's campaign. Together, we can make a difference and showcase [Insert Company Name's] commitment to giving back to the communities in which we live and work.

Thank you in advance for your support and for choosing to LIVE UNITED!

Sincerely,

[Insert names of campaign committee]

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Reminder to give featuring a UW story (Yanna) and Youth Success from Committee/ECC to all employees

Subject Line: Help more youth succeed.

Dear [First Name],

Meet Yanna.

When Yanna was 5, her life changed in an instant. Her father was killed before her eyes, and she was kidnapped. Yanna was eventually rescued by her mother, who never spoke about what had happened, hoping her daughter wouldn't remember. But she did remember, and after being expelled from various schools, Yanna landed at UrbanPromise Academy, a program of United Way Impact Partner UrbanPromise.

There, the trauma-informed staff recognized the need for specialized intervention and counseling and helped Yanna confront and heal from her trauma in a safe environment. Now, she's back on track academically, with improved attendance and behavior.

"Children like Yanna relive their experience every day. But we can help them move beyond those experiences. By opening dialogue and creating safe spaces to confront trauma, we have a deeper ability to move youth beyond trauma and into hope."

Jodina Hicks

Executive Director, UrbanPromise

United Way's Impact Fund supports local nonprofits like UrbanPromise that focus on helping youth succeed and families build stability.

We invite you to support our United Way campaign to help more students like Yanna. Click [here](#) to give now! As of today, we've raised \$X and are X% of the way to our goal of \$X.

With your support, we can pave the way for more high school graduates by improving the quality of education from cradle to career.

Thank you,

[Insert names of campaign committee]

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Reminder to give featuring a UW Story (Ricknel) and Family Stability from Committee/ECC to all employees

Subject Line: Help build stable families.

Dear [First Name],

Meet Ricknel.

Providing a stable, secure upbringing is a priority for all parents. With a baby on the way, Ricknel, who was living paycheck to paycheck, knew he had to make a change. He signed up for United Way's Lubert Individual Development Account (IDA) Program, which offers matching funds toward a first home. Through the program, Ricknel and his family developed a budget, saved for a down payment and completed financial education and homeownership courses.

One year later, he and his girlfriend closed on the purchase of their new home—just in time to welcome their second daughter, who was born a few weeks later.

United Way's Impact Fund supports the IDA Program and other similar initiatives that focus on helping individuals succeed and families build stability.

We invite you to support our United Way campaign so that more people like Ricknel can build assets and create a brighter future for their families. Click [here](#) to give now! As of today, we've raised \$X and are X% of the way to our goal of \$X.

With your support, we can help create stable, self-reliant families for this generation and the next.

Thank you,

[Insert names of campaign committee]



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Final Day of Campaign

Last chance to give (morning) from Committee/ECC to all employees

Subject Line: Don't miss your chance to strengthen our community.

Dear [First Name],

Today is your last chance to join your colleagues in supporting the [Insert Company Name] United Way Campaign. To make your gift now, click [here](#). As of today, we've raised \$X and are X% of the way to our goal of \$X. Only \$X to go!

Our local United Way does so much for the community, and by 2030, with your support of ***United Way's Impact Fund:***

- 90% of children will read on grade level by the end of 3rd grade
- 50K youth aged 15-24 will reconnect to school or work (we will prevent 16,000 from disconnecting)
- And we will lift 300K individuals out of poverty (and prevent 300K more from slipping into its cycle)

It has been my pleasure to work with you and all of our colleagues to ensure that more children, individuals and families can break the cycle of poverty. Help us reach our goal today and thank you for your support!

Warm regards,
[Insert CEO signature]



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Post-Campaign

Message from Committee/ECC announcing results & thank you to all employees within 1 or 2 days of campaign close

Subject Line: Thank You for helping more people like Yanna and Ricknel.

Dear [First Name],

Because of you, we were able to raise [Insert Dollar Amount] to help end poverty and make sure children, individuals and families across our region have the resources they need to succeed. Additionally, [insert other key results such as participation rate, number of leadership donors, etc.]. Because of you, more children like Yanna will get the help they need to succeed inside and outside the classroom and more working adults like Ricknel will be able to support their families.

On behalf of myself and the Campaign Committee, thank you for your support and dedication to United Way's cause: ending intergenerational poverty. We are so proud of our achievements and look forward to another great campaign next year!

Warm regards,

[Insert CEO signature and names of campaign committee]



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Year-Round Communications (to be selected a la carte, can be sent throughout the year)

Volunteering with United Way

Subject Line: Volunteering can change lives – including your own!

Dear [First Name],

Volunteering has so many benefits – personal growth, new friendships and tangible results – just to name a few. Throughout the region, United Way volunteers are changing lives and transforming communities every day, which benefits us all.

Whether you are interested in tutoring a young person, offering your skills as a financial advisor or serving a meal at a shelter with your colleagues [through our Volunteer Time Off policy], you can count on United Way to find the perfect volunteer opportunity for you!

Finding a volunteer opportunity is easy!

- Visit [United Way's Volunteer Portal](#) to search for an opportunity by key word, interest area, zip code, etc.
- [Visit our [Intranet](#) and learn more about planning a United Way Day of Caring with your colleagues.]
- [Join us for our company-sponsored team project at this year's United Way Day of Caring Signature Site, United2Feed or Backpack-A-Thon.]

If you have any questions or concerns about volunteering, please contact a Campaign Committee member.

"Everybody can be great. Because anybody can serve." – Rev. Martin Luther King, Jr.

All of us have time and talent to share – we hope you will share yours with our community this year!

Sincerely,

[Insert CEO signature]

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Networking and Professional Development with United Way

Subject Line: Connecting with others to change our community is just a click away!

Dear [First Name],

Looking for ways to lend a helping hand and build your network? If your answer is “yes,” there are many like-minded people right here in our community for you to connect with to make a difference, [including me].

[Insert testimonial from company executive and member of one of these groups – also the “author” of this email]

United Way affinity networks provide opportunities to volunteer, network and deeply engage in its mission to end intergenerational poverty.

[Women United](#) is a leadership network focused on mobilizing the collective power of women to give, advocate and volunteer in support of underserved individuals throughout the region.

[WING](#) is a network of emerging women leaders under 40, united to support solutions for problems faced by at-risk women and girls.

[Project NEXT](#) engages young professionals by creating meaningful opportunities for them to Give, Advocate, and Volunteer.

Visit United Way’s [website](#) to learn more and connect with these inspiring and powerful groups of United Way champions. Follow United Way on [LinkedIn](#) to stay up-to-date on professional development and networking opportunities connected to United Way’s mission.

Sincerely,

[Leading Executive]



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Holiday Opportunities with United Way

Subject Line: Volunteering is the gift that keeps on giving.

The holiday season is the perfect time to make an Impact in our community. Spend time with your family, friends or colleagues by volunteering or donating supplies to neighbors in need. **The United Way Holiday Network** can match you to the perfect opportunity.

[Insert details about joining a company-sponsored holiday volunteer project if applicable]

Your gift of time and talent can make the season brighter for people across our region – share in the spirit of the season through service!

Warm regards,

[United Way Campaign Committee]



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Advocating with United Way

Subject Line: Raise your voice and be heard.

Do you believe that where a child lives shouldn't determine his access to high-quality pre-K? Do you believe that individuals who work full time should be able to make ends meet and support their families? If so, raise your voice with thousands of others and be heard through United Way.

United Way is one of the few places that people can come to the table to tackle community issues regardless of their political views. Its goal is to help bridge the gap between those driving policy decisions and the agencies and individuals impacted by those decisions.

Advocate for the issues that are important to you by visiting United Way's [website](#). There are many ways to get involved, including by writing to elected officials, keeping up-to-date on policy changes, engaging in social media discussions or attending a budget forum.

Your voice matters – raise it today!

Sincerely,

[Insert names of campaign committee]



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Youth Success Story #1 – around the start of the school year

Subject Line: Going back to school is hard, especially if you're not prepared.

Starting a new school year can be intimidating for any child – unfamiliar classmates and teachers, navigating new hallways, difficult first assignments – but especially for students who are academically unprepared.

United Way is focused on youth success, and through their [Backpack-A-Thon](#) efforts, hundreds of caring volunteers make sure students have the essential school supplies they need to start the year off confident and equipped to learn. [We are proud to have participated in this year's event!]

Additionally, United Way continually invests in programs such as [Success By 6](#), [Girls Today](#) [Leaders Tomorrow](#) and others that are ensuring children throughout our local communities have the resources they need to be successful inside and outside the classroom.

Because of you and your support of our United Way campaign, more students are prepared to learn and achieve their dreams. Thank you!

Sincerely,

[Insert CEO signature and/or names of campaign committee]



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Youth Success Story 2 – around end of the school year

Subject Line: Make sure students stay on track this summer...and beyond!

When classes let out and school doors close for the summer, learning and enrichment opportunities aren't readily accessible for many students across our region. As a result, students face the "summer slide" and are more likely to fall behind in school.

Through United Way volunteer efforts, volunteers come together to pack literacy kits and run book drives to make sure students have books in the home and can continue learning throughout the summer.

Help amplify the Impact and make a difference in our region this summer by signing up for summer volunteer opportunities through [United Way's Volunteer Portal](#).

Because of you and your support of our United Way campaign, more students are prepared to learn and achieve their dreams. Thank you!

Sincerely,

[Insert CEO signature and/or names of campaign committee]



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Family Stability Story 1 – around January/February, before tax season begins

Subject Line: Volunteer to give families a budget boost.

Sandi, a single father of two, spent \$1,500 of his hard-earned dollars to file his taxes, and his refund was barely enough to cover his bills. Investments from United Way's Impact Fund connected Sandi to free tax preparation so he could open up a savings account and put away for his children's college education. Sandi now gives back as a volunteer tax preparer to help other families build their savings.

For thousands of households across our region, accessing the right resources during tax season is critical in obtaining a full tax refund. The simple truth is that when taxes are done right, the result could mean valuable tax credits and refunds that go a long way in a family's annual budget.

Through the Impact Fund, United Way helps to mobilize our regional volunteer force through the Volunteer Income Tax Assistance (VITA) program, an IRS-supported tax preparation service through which trained volunteers prepare taxes at no cost for qualifying individuals and families.

Interested in tax preparation and giving back to the community? The Campaign for Working Families and United Way of Greater Philadelphia and Southern New Jersey encourage you to become part of the most successful federal anti-poverty program in the U.S.! Become a VITA volunteer tax preparer and help bring in millions of dollars in tax refunds to thousands of low-to-moderate income taxpayers. No experience necessary; just come a local training session to get certified. **Sign up today!**

Because of you and your support of our United Way campaign, more individuals and families are able to save for a brighter future. Thank you!

Sincerely,

[Insert CEO signature and/or names of campaign committee]



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Family Stability Story 2 – around Labor Day

Subject Line: A strong workforce makes all of us stronger.

On Labor Day, we celebrate the achievements of our national workforce. It's a time to reflect and be grateful for our jobs with [Insert Company Name] and appreciate all that we've achieved together. There are so many people across our region, though, who are struggling with employment and earning enough money to provide for themselves and their families.

After losing her job, Vicki struggled to pay her mortgage and almost lost her home. In need of guidance and support, she reached out to United Way Impact Partner Clarifi and met with a helpful certified credit and housing counselor. Gifts to United Way's Impact Fund helped Vicki keep her house; she found another job and is building her savings.

Through our United Way campaign, and specifically our gifts to United Way's Impact Fund, we are able to ensure that more people have people and places to turn to when they need help the most, like when an unexpected layoff occurs or when a much-needed job opportunity doesn't work out.

Thank you for all that you do for [Insert Company Name] and, especially, for your generosity. Because of you and your support of our United Way campaign, more individuals have opportunities to join, and remain in, the workforce. Thank you!

Sincerely,

[Insert CEO signature and/or names of campaign committee]

