**Opening email message**Subject Line: Together, we can make a difference.

Dear [First Name]:

At [Insert Company], we know the power of our shared purpose to help our customers live better every day. In everything we do, we strive to deliver the best [products/services] we can and it’s because of you – your passion, your commitment, your expertise – that we are successful.

This year, we are partnering with United Way to bring that same passion, commitment and expertise to reach out to people in our local communities who need help. And hope.

United Way fights for the health, education and financial stability of every person in every community. With our United Way campaign, we will be joining a global movement to build strong and thriving local communities.

Our United Way campaign will run from [Insert Date]-[Insert Date].

This email contains your personalized link to United Way's e-Pledge system. **This link is unique to you, so please do not forward it to others.**

We hope you'll consider pledging to this year's campaign. Through your participation, you can make a difference right here in the local communities where we live and work.

To pledge now, please [click here.](about:blank%3cBaseURL%3eBegin.jsp?HR=%3cHexUserID%3e&HD=%3cHexPassword%3e&Role=Donor)

Best Regards,  
  
Your United Way Campaign Committee

**Leadership Message**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 change lives and strengthen local communities. 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 issues. 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 making sure more people can live well and thrive. I hope I can count on your support to get this year’s campaign off to a fantastic start!

United Way offers special opportunities for Leadership donors, including invitations to annual events and recognition for support. Speak to one of our United Way Campaign Committee members 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. I look forward to announcing the results of our early efforts to help inspire giving among all of our colleagues!

If you have questions or need more information, please reach out to our United Way Campaign Committee. Thank you in advance for your leadership [and making this our best campaign effort yet]!

Sincerely,

[Insert CEO Signature]

**Mid-campaign Reminder**   
Subject Line: When you give, you change lives.   
  
Dear [First Name]:

By joining United Way's movement to improve lives, you are helping to create meaningful, lasting change in the communities where we live and work. United Way and [Insert Company Name] know we all have a role to play in fighting for the health, education and financial stability of every person in every community.

We hope you will consider joining the campaign and LIVE UNITED!

To pledge now, [click here.](about:blank%3cBaseURL%3eBegin.jsp?HR=%3cHexUserID%3e&HD=%3cHexPassword%3e&Role=Donor) **This link is unique to you, so please do not forward it to others.**

Best Regards,  
  
Your United Way Campaign Committee

**Thank You Message**  
Subject Line: Thank You   
  
Dear [First Name],

Because of you, we were able to raise [Insert Dollar Amount] to ensure children, individuals and families in our local communities have the resources they need to succeed. Additionally, [insert other key results such as participation rate, number of leadership donors, etc.]. Because of you, we are creating lasting change and our local communities are stronger..

On behalf of myself and the Campaign Committee, thank you for your support. 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]

**Generic Messages for e-pledge portal**

**United Way fights for the health, education and financial stability of every person in every community.**

United Way is on a mission to tackle the problems that *no one* can solve alone. They are the problems that stunt our cities and plague our towns; limit our children and trap our families for generations. Poverty. Homelessness. Joblessness. And others. And regardless of the obstacles. No matter the odds. United Way surrounds a community’s most critical problems. And finds solutions.

**United Way goes beyond temporary fixes to create lasting change in communities around the world.**

By focusing on the building blocks that help individuals and families succeed: education, financial stability and health—United Way helps more than 50 million people EACH year. Through strong partnerships, seeking new solutions to old problems, and mobilizing the best resources and the most inspired supporters, United Way stands up to the most persistent challenges that local communities face. And finds solutions.