

## 2021 United Way Campaign Toolkit

### EMAIL TEMPLATES

#### **Kickoff E-mail**

Subject Line: STRONGER TOGETHER with United Way

Dear <FirstName>,

We have all felt the stress and effects of COVID-19 in some capacity – whether its balancing family, school and work or navigating parenthood during a global pandemic. And while many of us have been able to return to a sense of normalcy, thousands of our neighbors have fallen deeper into the cycle of poverty.

A cycle that forces a parent to choose between paying rent or putting food on the table.

A cycle that limits a child's access to quality education.

A cycle that deepens inequality and racial disparities across the county.

[company name] is joining United Way's fight to end poverty and expand opportunity for all because poverty isn't something we can simply ignore. Together, we can make a difference.

Our United Way campaign will run from [Insert Date]-[Insert Date]. This year, our goal is to raise [Insert Dollar Amount] and [Insert Additional Goals if Applicable].

We hope you'll consider pledging to this year's campaign to address our community's most pressing needs through our region's largest philanthropic partner. With a 100-year legacy of driving change, United Way is committed to building a stronger, more equitable future. One child, one adult, and one family at a time.

Click here to make your donation online and prove that we are **STRONGER TOGETHER**: [Unique Link]

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

Thank you for your commitment to making our community a better place for all of us to live and work!

Sincerely,  
[CEO signature/United Way Campaign Committee]

**Reminder E-mail (use multiple times during your campaign)**

Subject Line: Your gift has [POWER/IMPACT/STRENGTH]

Dear &lt;FirstName&gt;,

When you give to United Way, you are fueling the poverty-fighting power of your local community. Power that forges evidence-based solutions. Power that ensures everyone has the resources, opportunities, and support they need to thrive.

Did You Know: [Rotate the following examples throughout campaign]

- A gift of \$50 can help connect young adults to GED attainment programs so they have the tools to succeed.
- A gift of \$130 can help cover the cost of 8 people making a call to 2-1-1 to receive support and referrals to services like healthcare, disaster relief, housing, and mental health counseling.
- A gift of \$500 can buy home libraries for 20 children so they can access books and develop early literacy skills.
- A gift of \$1,500 can help a student match their college savings to pursue a higher education degree.
- A gift of \$2,500 can help connect 2 returning citizens with job training and support to start a new career path.
- Your gift can help a child read on grade level by the end of third grade, giving them a better chance to graduate high school.
- Your gift can help a 16-year-old complete their GED or a 22-year-old hold a steady job, giving them the tools for success and help them stay out of trouble.

Joining the fight against poverty means strengthening our community for the long term. Last year, we raised more than [Insert Dollar Amount if applicable] during our United Way campaign. As of today, we've raised \$X and are X% of the way to our goal of \$X. Let's build a brighter future as a force UNITED: [Unique Link].

Thank you in advance for your support and proving we are truly **STRONGER TOGETHER!**

Sincerely,

[CEO signature/United Way Campaign Committee]

**Final Reminder E-mail**

Subject Line: You can still make a difference

Dear <FirstName>,

Today is the final day of our United Way Campaign. So far, we've raised \$X and are X% of the way to our goal of \$X. We are contacting all those who have not yet donated because there is still time for you to make a difference! We encourage you to join your X# colleagues who have already committed to this year's campaign.

By supporting United Way's mission to end poverty and expand opportunity for all, you are helping create lasting change that positively impacts our community as a whole. United Way and <Company Name> know we all have a role to play in advancing the common good. We know we are **STRONGER TOGETHER**.

Help us build a brighter future as a force UNITED: [Unique Link].

Sincerely,  
[CEO signature/United Way Campaign Committee]

**Closing E-mail**

Subject Line: Thank You for fighting poverty with us

Dear <FirstName>,

Because of you, we were able to raise [Insert Dollar Amount] to help ensure children, individuals and families across our region have the resources they need to succeed. Additionally, [insert other key results such as percent goal completion, participation rate, number of leadership donors, etc.].

On behalf of myself and the Campaign Committee here at [Company Name], thank you for your support and dedication to United Way's mission to end poverty and expand opportunity for all. We are so proud of our achievements and look forward to another great campaign next year!

Warm regards,  
[CEO signature]

## INTRANET BULLETIN TEMPLATE

Hello [Insert Company Name] Family,

We are excited to share this year's United Way campaign will run from [Insert Date]-[Insert Date]. The need is greater than ever with the pandemic plunging more of our neighbors into the grips of poverty. Our goal is to raise [Insert Dollar Amount] and [Insert Additional Goals if Applicable] to help fight for our region's recovery. But we can't reach this goal alone.

We need YOU to join the fight. As a forced UNITED, we can fuel the lasting change our community needs. There is no option to standby while our neighbors struggle. Everyone deserves to live in a safe and thriving community, so we must all do our part.

We encourage you to learn more about and get involved in this year's United Way Campaign. As our region's largest philanthropic partner, United Way is on a mission to end poverty and expand opportunity for all. One child, one adult, and one family at a time.

Click here to join the fight against poverty and show what it means to be **STRONGER TOGETHER**: [Insert Campaign Link]

## SOCIAL MEDIA TEMPLATES

### Company Post Copy

[CompanyName] is proud to join the fight against poverty with this year's #UnitedWay campaign! Funds raised will fuel life-saving, transformative missions across our region. Learn more here [Campaign Link] #StrongerTogetherSeries

We are STRONGER TOGETHER! This year's United Way campaign aims to help those affected by #Coronavirus and deep poverty. [Share photo of team members flexing arms, AKA the Stronger Together Pose] @PhillySJUnited #PhillySJUnited100

We are joining our partner @PhillySJUnited to raise [Campaign goal] for this year's #UnitedWay campaign. Why? Because by working together, we can build a stronger, more equitable future. When our neighbors thrive, we all thrive. #StrongerTogetherSeries

When you give to United Way, you are addressing the community's most pressing needs. Through every stage of life, for every person. That's why we're excited to announce our kickoff to this year's campaign to raise [Campaign Goal]! Join the fight against poverty today [Campaign Link] #StrongerTogetherSeries

[CompanyName] has successfully raised \$X for this year's #UnitedWay campaign, with X% employee participation! Thank you to all that joined the fight against poverty. This is what it means to be STRONGER TOGETHER. [Share photo of team members flexing arms, AKA the Stronger Together Pose] @PhillySJUnited #PhillySJUnited100

## STRONGER TOGETHER – ENGAGEMENT ACTIVITY

Competitions are a great way to increase employee participation. This year, conduct a STRONGER TOGETHER photo contest to boost morale around your campaign:

- Invite employees to participate as teams or individually.
- Employee(s) in the picture must be striking the Stronger Together Pose with one or both arms flexed.
- Have photos submitted and displayed on intranet portal or physical bulletin.
- Employees to vote for most creative photo.
- The photo with the most votes wins a prize (see incentive examples below).
- Share photo submissions on social media using the tags @PhillySJUnited and #PhillySJUnited100. United Way will reshare on social and feature your photos at our Spring 2022 OpportUNITY Summit in celebration of our 100<sup>th</sup> Anniversary as a united force!

### INCENTIVE EXAMPLES

- Gift Cards
- Time Off
- Catered Breakfast
- Reserved/Covered Parking
- Tickets to Games/Movies
- Company Swag

**100 years**

STRONGER TOGETHER  
**SHARE YOUR SELFIE**

Join in United Way of Greater Philadelphia and Southern New Jersey's 100th Anniversary celebration!

**STEP 1: ATTEND**

**Attend any United Way event or activity**  
At an in-person event? Look for the photo station!

**STEP 2: SNAP**

**Strike the Stronger Together pose**  
Snap a photo with your arms flexed to show how strong we can be as a united force!

**STEP 3: SHARE**

**Share & Tag on social media**  
Upload your pic to your favorite social platform. Be sure to tag us so we can feature your photo at our Spring 2022 OpportUNITY Summit:  
**@PhillySJUnited**  
**#PhillySJUnited100**

UNITEDFORIMPACT.ORG