

Templates & Planned Communication

These email templates are a guideline and a base for you to craft emails that are relevant to your company. We encourage you to include details that are specific and relevant to your employees. Consider adding things such as:

- If your company matches donations and/or volunteer time. Fortunately, we work at a company that encourages us all to give back, and cares about our community. All donations to United Way will be matched by <company name>, meaning when you give, we make double the impact on our community
- Your fundraising goal as a company. This year, we have set a goal of raising <\$goal>. Each one of us can play a role in achieving this important goal for our community, and we know that these dollars will go toward creating a better tomorrow for all of us.
- The date, time and location of any kick off events, special events, or employee meetings. We invite you to join us on <date, time, and location> for our United Way kickoff.

One week prior to Campaign Kickoff

Could be an email or a calendar invite

Subject: Together <company name> employees are unstoppable!

Calendar invite title: United Way Campaign Kickoff

Dear <First Name>,

I'm excited to share that <company name>'s United Way campaign begins next week. Plan to join us for the Kickoff Event:

<Date/time>

<Location>

<If virtual, add LINK>

Next week, you will receive an email with more information on how to give. I encourage you to consider making an investment in our community this year.

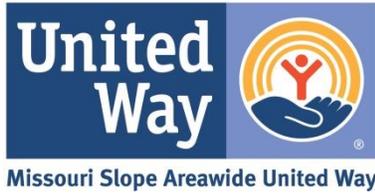
As members of the <company name> family, we all care about the community where we live, work and call home. When you give to MSA United Way, your dollars stay right here in our community and go to tackling our community's biggest challenges such as hunger, homelessness, and lifting families out of poverty.

When people like us UNITE, we create the change our community needs.

Thank you for your consideration,

<email signature>

Day before Campaign Kickoff



Subject: Don't forget to join us!

It's almost here! Please plan to join us for our United Way Campaign Kickoff event.

<Date/time>

<Location>

<If virtual, add LINK or include campaign videos and virtual presentation>

As members of the <company name> family, we all care about the community where we live, work and call home. When you give to MSA United Way, your dollars stay right here in our community and go to tackling our community's biggest challenges such as hunger, homelessness, and lifting families out of poverty.

Hope to see you there!

<email signature>

Campaign Kickoff Day

Subject: We invite you to join us!

Hello _____,

Today, you have an opportunity to change your community. An opportunity to give to help children and families that live right here in our community. Will you take it? We invite you to join us in creating a community filled with hope and opportunity for everyone.

Where children never have to wonder where they will sleep at night.
Where families don't have to choose between paying rent or buying food.
Where parents can provide their children opportunities.
And where people achieve the dreams they never thought possible.

I hope you will consider a weekly investment, or opt to have your gift come out of your paycheck. Imagine if all of us at <company name> gave a little each week from our paycheck, and what that could mean for moms, dads, children and people in our community who need our help. When we work together, we can create the change our community needs.

Click here to give now. <Insert the link to give> <or provide details on how to pick up printed pledge>

Thank you for your consideration,

<email signature>

Two days prior to Campaign Close

Subject: Last chance to make an investment in our community

Dear <First Name>,



Missouri Slope Areawide United Way

As our United Way campaign is coming to a close, I want to say thank you for taking the time to learn about the challenges in our community, and how we can work together with United Way to solve them and create a better tomorrow for all of us.

If you have already made an investment in United Way this year – thank you. I know we can feel good knowing that United Way will leverage this investment to make long-term, meaningful impacts for lasting social change for our communities.

Didn't get a chance to give? There is still time! Our United Way campaign ends on <date.> I encourage you to make an investment today for our community.

Just like we come together at <company name> to thrive together, we can come together to help end homelessness for children and families in our community.

Thank you!

<email signature>

Within a week after Campaign Close

Subject: So proud of your commitment to community!

Dear <First Name>,

I just want to share my gratitude to those of you who contributed to the United Way campaign this year. I am humbled at our ability to continually come together to face challenges. And honored to work next to people who care so deeply for our community.

Thank you for all you do.

<email signature>