SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

The following are examples of messages you can send via memos or emails to enhance your company campaign.

Campaign Kick-Off Communications

CEO Announcement of Campaign Coordinator:

Dear (EMPLOYEE NAME):

Investing in our community is important to (COMPANY NAME) and right now we can demonstrate our support by participating in United Way of Mower County's annual workplace campaign. I am pleased to announce that (EMPLOYEE CAMPAIGN COORDINATOR) has agreed to lead and coordinate our campaign this year. I know (HE/SHE/THEY) will appreciate your support in making this our most successful campaign yet. In this challenging economy, our community needs our support more than ever. Together we have a significant opportunity to create a brighter future for everyone, especially children, families, and individuals who face barriers on their journey to self-sufficiency. Please support United Way's campaign to the fullest and join me in thanking (COORDINATOR NAME) for (HIS/HER/THEY) commitment to community

Announce Campaign – from CEO

Dear (EMPLOYEE NAME):

Did you know that United Way is our community's leader in tackling the most challenging issues facing Mower County? And that partner agencies must meet strict criteria for funding? Last year, employees at (COMPANY NAME) raised ($ AMOUNT) to strengthen and support our community through United Way. Our community benefited from United Way programs ranging from after school and kindergarten-readiness programs that helped more children succeed in school to senior

assistance programs. United Way programs provided wide-ranging counseling services for families, individuals, and children experiencing trauma and other challenges and services. United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way and (COMPANY NAME) offers you the ease of payroll deduction to donate. Please take time this year to learn more about how United Way is making our community a better place to live and consider joining me and many other employees who pledge a gift.

Announce Campaign – from CEO

Subject Line: (COMPANY NAME) believes that United is the Way

Preheader Text: In our community, everyone deserves the opportunity to thrive.

Email Body:

United Way of Mower County supports the needs of our community every day to help strengthen our community to ensure everyone will thrive. *Join me in proving that United is the Way to strengthen our community by participating in this year's campaign.* We've set an ambitious goal of raising (MONETARY GOAL/DESCRIPTION) to help do just that.

I believe that when we come together as a team, there's no challenge that can't be solved. That's why I'm inviting you to join because United is the Way toward positive change in Mower County. This is more than a campaign – it is a call to action for us at (COMPANY NAME) to advance solutions to real problems facing people in the communities where we live and work.

Together, we can advance healthy community, youth opportunity, financial security and community resiliency to strengthen Mower County and build a future where everyone can reach their full potential. We're counting on generous people like you and your teammates to help improve the lives of people in our community. Last year, United Way of Mower County was able to fund 25 local nonprofits coordinating 36 community programs with our support. And this year, with your help, we know that we can do even more.

(*Insert information about how they can donate)*

I want to thank you in advance for your valuable support and for Leading the Way here at (COMPANY NAME).

Announce Campaign – from Campaign Coordinator:

This year our United Way campaign begins on (DATE). We have many fun and interesting activities planned. This United Way campaign is our opportunity to extend a hand and help our neighbors in need. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

Announce Campaign – from Campaign Coordinator:

How would you like to make a real impact in your community? On (DATE), we will be kicking off (COMPANY NAME's) United Way Campaign. By giving to United Way of Mower County, you can change the world, right here at home. Last year, our company raised ($ AMOUNT) to help numerous nonprofit programs address some of our community's most pressing problems. This year, we are going to follow that with even more success! This is a great opportunity for you to get involved and change lives by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation.

Announce Campaign Kickoff – from Campaign Coordinator:

Bring your enthusiasm to (COMPANY NAME'S) United Way campaign kickoff! Everyone is invited to participate in an (EVENT – DATE/TIME/LOCATION). Hear about how your contributions work to create opportunities for a better life for all.

Mid-Campaign Communications

CEO Campaign Ending Date Announcement:

United Way of Mower County is about making investments that strengthen our community by addressing the root causes of problems. They are focused on changing conditions and bringing about long-lasting for our entire community. Your contribution to United Way will go to support the proud tradition of helping people who struggle to make ends meet. It will also be turned into investments in the building blocks of a great community; our children, families, and neighborhoods. (COMPANY NAME) is proud to support the work of the United Way of Mower County through a corporate contribution and by endorsing the employee campaign. If you have already submitted your pledge form, thank you. (COMPANY NAME)'s United Way campaign will be wrapping up on (DATE) and we are asking that all pledge forms be returned by this date. We hope to announce the total amount of all employee contributions by (DATE). Thank you for supporting our community!

Mid-Point Reminder:

Subject: Because Change Doesn't Happen Alone

We are already halfway through our United Way Workplace Giving Campaign! Thank you to all of you who have already submitted your pledge form (or made your pledge online); you understand that United is the Way and your investment in our community means you understand United Way's mission of advancing the common good in our community.

United is the Way to give, advocate and volunteer. United is the Way to create opportunities for a better life by focusing on quality education that leads to a stable job, an income to support a family through retirement, and creating the support seniors need for financial stability. Together, United, we can inspire hope and create opportunities for a better tomorrow.

Our campaign will wrap up on (DATE). If you haven't already, please complete your pledge form (or online pledge) and return them before then. We hope to announce our total campaign results by (DATE).

UNITED WAY
Mower County

Thank you again for your attention to this important community investment. I am proud to say (COMPANY NAME) LIVES UNITED!

Last Day to Pledge:

Subject: Time is running out!

Our United Way Workplace Giving Campaign ends on **(DATE)!**

Here are our results so far…

Dollars Pledged: ($ AMOUNT)

% of Employees Participating: (#%)

Remaining to Reach Goal: ($ AMOUNT)

If you've been waiting to make your pledge when it counts the most … that time is right now! There's just one day left to make your pledge. We set a goal to support this community, and we know with your help we can make that happen.

Please consider making a donation today. United is the Way because change doesn't happen alone.

Thank you for Leading the Way and supporting our community through United Way of Mower County. We appreciate your contribution.

Post Campaign Communications

Congratulations:

Congratulations (COMPANY NAME) employees. Thanks to all of you, our total employee contribution this year for our United Way Campaign was ($ AMOUNT). Your contributions to United Way help improve lives right here in our own community. Together, we can get results and accomplish more

than any single group can on its own. These are results that ripple out to the community as a whole. Your generosity is greatly appreciated. I am proud to be part of a team that is committed to building a stronger community for everyone.

CEO Thank You – General – Employees:

Thank you for your generosity in supporting this year's annual United Way employee campaign. This year (#) employees contributed to ($ AMOUNT). I am proud that (COMPANY NAME) is a part of the important community work that United Way does to address what matters most to our community – helping our most vulnerable. The donations you make to United Way help build a better life for everyone. Giving comes in many forms – so if you or someone you know is interested in finding the right volunteer opportunity or learning more about UWMC – check out their website at www.uwmower.org. Whether you're a donor, a volunteer, or both, thank you for taking an active role in making our community a healthy, vibrant place to live and work.

Thank You

Subject: Thank you for showing us that UNITED IS THE WAY

No Corporate Match/Gift:

I'm excited to announce the results of our United Way workplace giving campaign. Thank you all for taking part in the United Way presentations and special events during the past (CAMPAIGN DURATION) weeks.

So far, our generous employees have contributed ($ AMOUNT) to help our community.

I have always known our team to be caring and generous and this just goes to show how much we can do when we work together. (COMPANY NAME) continues to be a leader in helping make lasting change in our community by partnering with United Way of Mower County.

A big THANK YOU also to (CAMPAIGN COORDINATOR) and (HIS/HER) team for managing the campaign and doing such a great job!

UNITED WAY
Mower County

It is important to me and United Way that you know and understand how your gifts are used in the community year-round. It is also important to remember that while we contribute to workplace giving once a year, the need never ends. Learn more about how United Way is using your dollars, and how support their efforts all year long, by visiting their website at www.uwmower.org.

Again, thank you for your involvement in our United Way campaign. Together we're changing our community for the better in lasting ways.

With Corporate Match/Gift

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Our generous employees contributed ($ AMOUNT), and when combined with our corporate gift of ($ AMOUNT), (COMPANY NAME) has contributed a grand total of ($ AMOUNT) to help our community.

I have always known our team to be caring and generous and this just goes to show how much we can do when we work together. (COMPANY NAME) continues to be a leader in helping make lasting change in our community by partnering with United Way of Mower County

A big THANK YOU also to (CAMPAIGN COORDINATOR) and (HIS/HER/THEIR) team for managing the campaign and doing such a great job!

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Again, thank you for your involvement in our United Way campaign. Together we're changing our community for the better in lasting ways.

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