

Sample Communications

Subject line: Let's Show Up for Mower County

Body:

[FIRST NAME/DEAR COLLEAGUES], with your help, more neighbors will be able to navigate the long recovery ahead as they rebuild their lives.

As some parts of life begin to return to normal, so many here in Mower County are still dealing with the impact of COVID-19. The global pandemic not only exposed unjust systems in our community, but it also widened existing divides and hurt people already vulnerable in our community.

The best way to close this widening gap and help more people thrive is for all of us to Show Up. That's why we are excited for you and your colleagues at [COMPANY NAME] to join this year's workplace campaign.

United Way of Mower County has always worked to serve those who are under-resourced, making sure everyone has access to health care, receives a quality education and can build a financially stable path. With generous support from people like you, we can make sure we're helping our community recover today and reimagining a future for Mower County that is more equitable, where everyone can thrive.

Join us today for this year's workplace campaign.

Thank you,

Subject line: It's here! Make an impact in this year's United Way Campaign.

Body:

Colleagues,

I am pleased to report that [COMPANY NAME]'s 2021-22 campaign to support United Way of Mower County is OFFICIALLY UNDERWAY!

[IF APPLICABLE] Last year, [NUMBER] [COMPANY NAME] employees raised [\$XXX,XXX] as part of our campaign. This year, with so many people in our community struggling in the wake of the COVID-19 crisis, we need you in the fight for Mower County more than ever.

If you're not familiar with United Way of Mower County, it's good to know:

- United Way of Mower County brings together businesses, nonprofits, elected officials, and people like you to understand the evolving needs of our local community and develop new, sound strategies to take on our toughest challenges. They implement solutions through targeted initiatives and support of other local nonprofit programs that create lasting, positive change.
- They use data to make their decisions – and that includes all funding decisions. A team of volunteer experts invest your dollars in programs making proven impact right now. All United Way programs are evidence-based and backed by results.
- Their strategic framework around the community goals zeroes in on key milestones that demand our attention and support. United Way understands the interconnectedness of the challenges that have been facing Mower County, as well as new obstacles that have appeared in the wake of 2020's unprecedented crisis and are uniquely qualified to address them.

I hope you will join me in supporting United Way's important work. Here's how you can help rebuild our community:

- Make a pledge by [ADD INSTRUCTIONS].
- [IF APPLICABLE] Volunteer with your colleagues at [EVENT INFO].
- [IF APPLICABLE] [ADD INFO AS NEEDED]

If you have questions, please contact me or [INSERT ADDITIONAL NAMES IF APPLICABLE].

Thank you for your support of United Way! I look forward to a fun and fantastic campaign!

