



HOW TO MAXIMIZE CAMPAIGN COMMUNICATION

As the United Way Employee Campaign Coordinator, we appreciate the talents and energy you provide to inspire those around you to give and help our neighbors.

Thoughtful email communication is a great way to share consistent information with employees across your company. This document acts as a guide to provide templates and best practices to enhance the communication and inspire your employees to consider giving to United Way.

- Are you working directly with a member of our Resources Development team?
If so, contact us and we can work together to plan your company's communication.
- Who should send the emails?
Work with your leadership team to determine who can best inspire and motivate your employees. This might be the CEO, the ECC, or someone else.
- How often should you send an email?
At minimum, we encourage you to send an email:
 - on the day your campaign kicks off
 - mid-campaign as a reminder
 - two days prior to campaign close.Timing depends on the length of your campaign, engagement level of your employees, and number of events you have planned. You know your company better than anyone so make a plan that fits your team!

BEST PRACTICES

We encourage you to include details that are specific and relevant to your employees. Consider adding things such as:

- Pledge processing method – paper pledge forms, Easy e-Pledge or e-Pledge
We invite you to invest in United Way this year by <completing your paper pledge form OR pledging online using the link emailed to you by United Way OR pledging online using this link>. Thank you!!
- 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.
- If your company matches donations and/or volunteer time
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 double the impact on our community.

COMMUNICATION TEMPLATES

These email templates are a guideline and a base for you to craft emails that are relevant to your company.

One week prior to Campaign Kickoff

Send an email and a calendar invite to your entire team

Email subject: When we believe UNITED, we succeed UNITED.

Calendar invite title: United Way Campaign Kickoff

Dear <First name/fellow employees/<company name> team>,
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 the meeting link>

Next week, you will receive <a United Way pledge form OR an email from United Way with a link to give OR a link to give online.> 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 United Way of Cass-Clay, 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 we believe UNITED, we succeed UNITED.

Thank you for your consideration,
<Email signature>

Day before Campaign Kickoff

Send a reminder email to your entire team

Email 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 the meeting link>

As members of the <company name> family, we all care about the community where we live, work and call home. When you give to United Way of Cass-Clay, 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.

I hope to see you there!
<Email signature>

Continued on the next page...

Campaign Kickoff Day

Today is the day! It's time to build up the energy and excitement for United Way!

Email subject: Stand up for what you believe in – today is the day!

Dear <First Name>,

Today is the day! <Today you will receive a United Way pledge form OR Today you will receive an email from United Way with a link to give OR Today is your opportunity to give online to support United Way.>

I encourage you to pause for a moment and ask yourself - *What do you believe?*

- That all kids deserve a home where they feel safe?
- Moms and dads should have the opportunity for a job that supports their family?
- Children shouldn't have to worry when they will have their next meal?
- That all people in our community deserve the chance to succeed?

United Way believes in these things, too. Your support helps build strong families. One dream at a time. One hope at a time. One career at a time. One job interview at a time. One life changed at a time.

We invite you to

- Watch how United Way dollars are helping lift families out of poverty.
- Learn more about how United Way is solving our community's biggest challenges

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. I invite you to stand up for what you believe, and join <company name> in creating a community where we can all succeed.

When we believe UNITED, we succeed UNITED.

Thank you,
<Email signature>

Mid-Campaign

We often hear feedback from donors that they forgot to give so sending helpful reminders throughout the campaign is very important! TIP: You can always remove the employees that have already submitted their gift from this email

Email subject: What do you believe?

Hello _____,

United Way of Cass-Clay believes that all families deserve a safe place to live, food on their plates, employment, and hope for a better tomorrow.

What do you believe?

Continued on the next page...

Your support builds strong families across our community. When a family is strong, parents go to work with the determination to succeed, kids go to school with the confidence to learn and grow, and our community thrives.

I encourage you to pause for a moment and take the time to see how and why an investment in United Way is so important to our company, our community, and all of us.

We invite you to

- [Watch](#) how United Way dollars are helping lift families out of poverty.
- [Learn more](#) about how United Way is solving our community's biggest challenges

If you haven't pledged yet, please consider giving today.

<Click here to give online

OR please fill out your paper pledge form and turn it into <name/office location>

OR click on the email from United Way to give. If you need a new email, please contact unitedway@unitedwaycassclay.org

Together, you, <company name> and United Way can provide moms like the one in the video with Career Coaches that provide the support to help them reach their dreams of providing a safe, warm home and bed for their children to sleep in at night, food on the table, and a brighter future. When you give to United Way, you make it happen.

Thank you for standing up for what you believe in and joining United Way to help our community succeed. When we believe UNITED, we succeed UNITED.

Thank you,
<Email signature>

Two days prior to Campaign Close

How is your campaign going? Does this message need to come from your CEO or a member from your leadership team? Who hasn't given to United Way that gives every single year and do you need to personally connect with them?

Email subject: Join me in supporting our community

Dear <First Name>,

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 these investments to make long-term, meaningful impacts for lasting social change for our Cass and Clay communities.

At <company name> we believe:

- All kids deserve a home where they feel safe.
- Moms and dads should have the opportunity for a job that supports their family.
- Children shouldn't have to worry when they will have their next meal.
- That all people in our community deserve the chance to succeed.

Continued on the next page...

United Way believes in these things, too, and why as a company we are passionate about supporting the work they do each day to help our neighbors in need.

There is still time to make an investment – our United Way campaign ends on <date.>

[Click here](#) to give online

OR Please fill out your paper pledge form and turn it into <name/office location>

OR Click on the email from United Way to give. If you need a new email, please contact unitedway@unitedwaycassclay.org.

We invite you to stand up for what you believe, and make an investment to help our community succeed for all of us.

Thank you for your consideration,
<Email signature>

One day prior to Campaign Close

Where are you at to reaching your goal? What will it take to reach your goal? How can your team help? This is the last chance to invite your team to give, make it count!

Email subject: Last chance to make an investment in our community

Dear <First Name>,

As our United Way campaign is coming to a close, I want to say thank you for investing your time to learn about the needs of our neighbors and see how we have the opportunity to work with United Way to help create a better community for all of us.

If you have already made an investment in United Way this year – thank you. If you haven't had the chance to make your investment yet, I encourage you to pause for a moment and think about how the overall health and success of our community impacts the work we do and success we have as a company.

United Way works hard to leverage our investments to make long-term meaningful change for our neighbors who need it most, and we can feel good knowing that our gifts are helping the most challenging issues our community is facing.

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

<[Click here](#) to give online

OR Please fill out your paper pledge form and turn it into <name/office location>

OR Click on the email from United Way to give. If you need a new email, please contact unitedway@unitedwaycassclay.org>

Just like we come together at <company name> to thrive together, we can come together to help lift local children and families out of poverty. When we believe UNITED, we succeed UNITED.

Thank you!
<Email signature>

Continued on the next page...

IDEAS TO INFUSE GRATITUDE

We could not do this without everyone's support. Help us spread the message of gratitude by:

- Inviting United Way at any point in the year to share success stories and say thank you
- Send a thank you letter, video message, or e-card from leadership to the team
- Highlight investors on your company's intranet or through an email to your team
- Plan a United Way celebration event to unveil your campaign results and thank your team
- Give back year-round through our many volunteer opportunities
- Say thank you. Regardless of what the donor decides, thank them for their time. Remind that any gift is appreciated and makes a difference

Below is a gratitude communication templates for you could consider.

Within a week after your campaign closes

Email 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.

It's when people like you step up that we create a place where everyone has a chance to thrive. With your help, United Way changing lives for local individuals, children, and families in need.

Because of you:

- A local mom is getting the news that she is starting a new career that will support her and her family.
- A child who was once hungry is enjoying a nutritious meal at their dining room table.
- A dad and his daughter are moving into a new apartment that is safe and warm.
- Families are being lifted out of poverty.

On behalf of the local families we will impact together as teammates/colleagues/coworkers at <company name>, thank you.

<Email signature>

