Campaign Emails

How to maximize campaign communication

Thoughtful, consistent communication is a great way to inspire your employees to give to United Way. This document acts as a guide and provides you with some best practices to enhance your campaign communication.

**Best Practices**

- Include details that are specific and relevant to your employees and company
- Consider what communication resources already exist
  - Newsletters, intranet, team chat groups, team meetings, company events, etc.
- Think about who is the best person to send these 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
- Make a communication plan. The following is a good baseline, but timing and quantity should align to the length of your campaign and your company’s communication best practices
  - Send an email or calendar invite 2 weeks prior to your campaign kickoff
  - Send an email on the day your campaign starts
  - Send a Mid-campaign reminder
  - Send an email two days prior to campaign close
  - Send a reminder on the final day of your campaign
- Provide clear instructions on how to give
  - Paper pledge forms or electronic giving
  - Need to set-up an electronic giving site? Contact our team to get started
- Share your fundraising goals
  - Inspire your team to work together to reach your campaign goals!
- Promote company support for United Way
  - Remind your team that your company makes a gift to United Way and why it’s important for employees to also invest
  - Highlight if your employer matches donations
  - Don’t forget to promote volunteering (this can be done year-round)
- Thank your employees
  - Send out a thank you email, write notes to every donor, celebrate with treats
Communication templates
Please adjust messages and timing to align best to your campaign and your company. These will help you get started!

2 weeks prior to your campaign
Subject line: Just a couple weeks; will you join us?
Email message:
Dear <name>,

We are excited to announce that our United Way campaign is just a couple weeks away. At <company name>, we are committed to working toward a community where everyone has opportunities to thrive.

Locally, 1 in 9 people live in poverty and struggle to fulfill basic needs for their family. But together, <company name> and you, our employees, can make a difference. We ask you mark your calendar and plan to join us for our Campaign Kickoff event and consider making a gift to support our neighbors.

<Campaign Kickoff or event name>
<Date/Time>
<Location>
<If virtual, include link>
<Optional, include incentives for joining meeting (food, prizes, drawing, etc.)

When you give to United Way of Cass-Clay, your dollars stay right here in our community and go towards tackling our community's biggest challenges. When we believe UNITED, we succeed UNITED.

We hope to see you at our kickoff!
<email signature>
The day your campaign starts
Subject line: Today YOU can change a life through United Way
Email message:
Dear <name>,

The subject line isn’t kidding. Today, by pledging a gift to the United Way of Cass-Clay, you can change a life of someone locally who is struggling in poverty.

<You will receive a United Way pledge form, turn it in to _____ OR You will receive an email from United Way with a link to give OR Please consider giving online today.>

United Way helps our neighbors in Cass and Clay counties who are struggling in poverty with programs and support that are proven to make a difference in getting and keeping people out of poverty.

As members of the <company name> family, we all care about the community where we live, work and call home. We ask you to join us and each other in coming together to make our community a better place through a donation.

Thank you for your consideration,
<email signature>

Mid-campaign reminder
Subject line: Providing kids opportunities starts with your gift to United Way
Email message:
Dear <name>,

Locally, 1 in 9 people are in poverty. The number of children under 5 years old is even higher at 1 in 7.

Finding access and resources while in poverty is tough for adults; it’s impossible for kids without help. But United Way of Cass-Clay has a solution: bring resources and support right to where kids are – school.

With your gift, our community’s most at-need children will have access to mental health support, meals to take home, after-school care, and targeted learning support – just to name a few ways we help.

<Give now OR Please fill out your paper pledge form and turn it in to _____ OR Click on the email from United Way to give.>

United Way of Cass-Clay believes everyone, especially our local kids, deserve opportunities and hope for a better tomorrow. If you believe that too, join me and give today.

Watch and learn more. <link to United Way campaign video>

Thank you,
<email signature>
Two days prior to campaign close
Subject line: There is still time to support local kids through United Way
Email message:
Dear <name>,

Our United Way campaign is coming to a close in just a couple days.

First, I want to say thank you for taking the time to learn about the challenges in our community, and how we can work with United Way to solve them and create a better tomorrow for all of us. If you’ve made an investment, thank you. You are creating long-term, meaningful change for our neighbors most in need.

Secondly, if you haven’t given yet, there is still time – our United Way campaign ends on <date>. We invite you to stand up for what you believe, and make an investment to help our community succeed for all of us.

<Give now. OR Please fill out your paper pledge form and turn it in to ____ OR Click on the email from United Way to give.>

At <company name> we believe:
- All kids deserve a home where they feel safe.
- Children shouldn’t have to worry when they will have their next meal.
- A community thrives when all kids, regardless of circumstance, have what they need to learn, grow, feel valued, and be confident.

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

Thank you,
<email signature>
Final day of campaign
Subject line: Don’t miss your chance to make change with United Way
Email message:
Dear <name>,

Our United Way campaign ends today. For me, it’s been a humbling reminder of the challenges many people face. While I don’t see their struggles on a daily basis, they are right here in our community. They are right down the street, right next to me in line at the grocery store, sitting next to my child in class ... And many won’t be able to change their futures, or their children’s futures, without our help.

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.

<Give now. OR Please fill out your paper pledge form and turn it in to _____ OR Click on the email from United Way to give.>

Just like we come together 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>

Thank you from CEO after campaign
Subject line: Our company, our values, United Way, and you!
Email message:
Dear <name>,

I am so proud and thankful to each of you who took time to learn about our community’s challenges, joined us at the kickoff event, and ultimately made a commitment to give. A heartfelt thank you to each of you.

<Share company goal, if achieved, percentage of employee giving, etc. Anything you are proud to have achieved together.>

At <company name>, we believe in caring, empathy, and celebrating the things we can accomplish when we come together. While on a daily basis, that might mean <relate to what your business does>, but during the United Way campaign it means so much more. It goes beyond our company doors and extends to our community. And it shows we each care about each other, our customers, our clients, and our neighbors.

I am proud of what we were able to accomplish this year through the United Way campaign. Each of you are what makes our company, and our community, a great place.

Thank you!
<Email signature>