



United Way Campaign Communication Plan

Maximize your Campaign Communication

Thoughtful, consistent communication is key to a successful United Way campaign. This document serves as a communication guide and provides you with templates and best practices to ensure that your employees know how, when, and why to participate in your United Way campaign.

Best Practices:

- Include details that are specific and relevant to your employees and company
- Consider what communication resources are used most at your company: Newsletters, intranet, team chat groups, team meetings, company events, etc.
- Think about who the emails are coming from: Work with your leadership team to determine who can best inspire and motivate your employees. This might be the CEO, the ECC, department managers, or someone else

What to include:

- 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 last year's results and this year's fundraising goals: Inspire your team to work together to reach your campaign goals!
- Highlight if your employer matches donations
- Highlight the impact that donations to United Way make for your local community
- Highlight your involvement with United Way: Share your placement on our Top 25 or Top 50 workplace listings, volunteer experiences you've enjoyed, or other meaningful ways we've partnered together,
- If applicable, promote volunteering or Lead UNITED
- Thank your employees: Make sure your employees are thanked for their participation in the campaign. Send out a thank you email, write notes to every donor, celebrate with treats.

Communication Timeline

Below is a general timeline of communication, but timing and quantity of messages should align with the length of your campaign and your company's communication standards.

| Timing | Type | Topic |
|---|--|--|
| 1-2 weeks before campaign kicks off | Email from ECC | <ul style="list-style-type: none"> • Invite to kickoff event • What to expect • Review last year's engagement |
| 1 day before kickoff event/campaign start | Email from ECC | Campaign reminder: attend kickoff and participate! |
| Day of kickoff: | Email from Leadership | Invitation to give |
| Reminder 1 | Email or message from employee donor/volunteer | <ul style="list-style-type: none"> • Story of impact • Reminder to give |
| Reminder 2 | Email from ECC | <ul style="list-style-type: none"> • Story of impact • Reminder to give |
| 2 days prior to campaign ending | Email from ECC, Donor, or leadership | <ul style="list-style-type: none"> • Goal update • Reminder to give |
| Wrap up and Thank You | Email from ECC | <ul style="list-style-type: none"> • Share results • Share Gratitude |
| Post-Campaign | Email from leadership or social post | <ul style="list-style-type: none"> • Thank you • Highlight your goal and impact |



Email Templates

Please adjust messages and timing to align best to your campaign and your company.

1-2 weeks prior to your campaign

From: Employee Campaign Coordinator or Committee

Audience: All Company Employees

Subject line: The [Company name] United Way Campaign is [2] weeks away!

Email message:

Dear [name],

We are excited to announce that our United Way campaign will be happening [Date-Date].

At [company name], we are committed to working toward a community where everyone has opportunities to thrive. This campaign is an opportunity to learn how United Way is impacting our local community and how you can be part of it.

Today, so many of our neighbors in Cass and Clay Counties are working hard to overcome barriers and get ahead.

Somewhere in our community:

- A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, day care, and housing.
- A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast this morning.
- A high school grad is searching for a way to turn a diploma into a good-paying job and a promising career.

But they're not alone.

Together with other nonprofits, community leaders, volunteers and supporters like you, we can provide families and children with the opportunities they need to reach their full potential and make our community a place where **everyone** can thrive.



Mark your calendar and plan to join us for our Campaign Kickoff event to learn about how United Way is impacting our neighbors in need and how [company name] is getting involved.

[Campaign Kickoff or event name]

[Date/Time]

[Location]

[If virtual, include link]

[Optional: Include incentives for joining meeting (food, prizes, drawing, etc.)]

We hope to see you at our kickoff!

[email signature]

1 day before your campaign starts

From: Employee Campaign Coordinator or Committee

Audience: All Company Employees

Subject line: See you at our kickoff event tomorrow!

Email message:

Hello team,

Our United Way Campaign Committee has been busy planning a fun and meaningful campaign for our team this year. We can't wait to kick it off tomorrow at [time and place].

Join us to:

- Enjoy [lunch, donuts, treats if included]
- Hear speakers from United Way and learn how they are impacting local families and children
- Learn how to participate this year, you may even win a prize!



See you there,

Your United Way Campaign Committee

The day your campaign starts (after kickoff event)

From: Company CEO or member of leadership

Audience: All Company Employees

Subject line: Join me in supporting our neighbors in Cass and Clay Counties

Email message:

Dear <name>,

Thank you to all who attended our Campaign Kickoff today. At [COMPANY NAME], we believe in giving back to the communities where we live and work. That's why I'm proud to support our friends at United Way of Cass Clay – and I'm inviting you to join me.

Every day, United Way – with the support of community-minded partners, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive, including:

- Access to basic needs like food and shelter because every person deserves a place to call home.
- Childcare, early learning, education, and mental health support to set kids up for success.
- Counseling, career training, and housing support to help families not only make ends meet but help them thrive.



Please consider supporting this powerful work during our campaign at [company name] and help us reach our goal of [insert monetary or participation goal]. Together, we can make lasting impact in our community.

[Highlight how to give: 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. (link to your giving site)]

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.

UNITED is the WAY we create a thriving community – for everyone.

[email signature]

Participation reminder 1

From: Employee Campaign Coordinator

Audience: All Company Employees

Subject line: Why United Way?

Email message:

Dear <name>,

For nearly 100 years, United Way of Cass-Clay has focused on harnessing the caring power of our community to help ensure that everyone can thrive. Every day they work to understand local challenges and services to be the voice of those in need.

There's nothing more powerful than a group of people united to do good. Last year alone, with the help of partners, volunteers, and donors like you, United Way was able to:

- Provide 35,990 families with food



- Prevent 2,763 individuals from experiencing homelessness
- Connect 1,633 students to positive adult mentors building healthy social connections
- Help 612 local individuals secure employment
- Ensure that 6,000 students are equipped with backpacks and school supplies

Your support will help to continue tackling the biggest challenges in our local community. No challenge is too big for us to take on if we work together. Because when people unite to take action, transformational change is possible. [Watch United Way's video: United is the Way.](#)

At [Company name] our goal this year is to [Raise \$\$ Amount, Achieve % participation] and we need your help! Give to United Way this year by [filling out a pledge form, following this link, watching your email for a link, etc.] So far we have raised \$X and we are X% of the way to our goal! Please make your gift by X Date.

[optional: insert your upcoming campaign events for the day/week]

Thank you,

[Email signature]

Participation reminder 2

From: ECC or Campaign Committee

Audience: All Company Employees

Subject line: Providing kids opportunities starts with your gift to United Way

Email message:

Hello [name],



Did you know that 1 in 9 people in our area live in poverty? And for children who grow up in poverty, they are 3 times more likely to experience poverty as an adult. Getting and staying out of poverty is not easy. Not having access to, or the skills to, maintain things such as housing, a job, education, stable mental health, food, transportation, basic needs, childcare, language, etc., can collectively keep a family from rising above poverty and finding a better life for themselves.

When you give to United Way of Cass-Clay, you help moms like Tara provide a better future for kids like Lucas. By stopping the cycle of poverty, Tara's son gets to focus on growing up and becoming an amazing member of our community and reaching his full potential.

When we change the outcome for a child in poverty, we change that family for generations.

[Learn about Tara's story here.](#)

<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 deserves opportunities and hope for a better tomorrow, and we also believe that at [company name]. Help us reach our goal of X and give today!

[Email Signature]

Two days prior to campaign close

From: ECC or Campaign Committee

Audience: All Company Employees

Subject line: There is still time to support local families through United Way

Email message:

Dear <name>,



Our United Way campaign is ending in just a couple of days! At [COMPANY NAME], we believe in giving back to the communities where we live and work. Thank you to everyone who has made a one-time gift, pledged a payroll deduction, participated in our events, or given cash. Every dollar helps us reach our goal of X and creates long-term change for our neighbors in poverty.

If you haven't made your gift yet, there is still time! [click on this link, fill out the paper pledge form, submit your gift here]

[insert photos and captions of your events or employees participating in activities]

Thank you,
<email signature>

Wrap up and thank you

From: ECC or Campaign Committee

Audience: All Company Employees

Subject line: Don't miss your chance to affect 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 our neighbors are facing. While I may not 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 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 donation 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 as a company. It takes us all to create a thriving community.

<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, we can come together to help lift local children and families out of poverty. Thank you!

<Email signature>

Post-Campaign Thank you from CEO

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.

<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 care about each other, our families, our friends, our customers, 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>