

UNITED WAY CAMPAIGN SERIES

SAMPLE EMAILS

Engage your employees from the start of your company's United Way campaign. Take these sample campaign emails and personalize with your company's campaign goal, events and more!

Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator or a leadership member.

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PRE-KICKOFF CAMPAIGN

Synopsis: Generate excitement about the upcoming campaign by letting employees know it's launching soon. Give your coworkers a preview of what's to come and build excitement.

Recommended send time: A week before your company's United Way campaign start date

From: [company's ECC]

To: [company name] employees

Subject: Are you ready for this year's United Way campaign?

Hi [employee first name],

Our company's **United Way campaign kicks off soon**, and we are so excited!

With more than a century of helping people, United Way of Greater St. Louis' roots are woven into our community. **United Way brings together our community's problem solvers** to work on our region's most pressing issues, whether they impact the entire community, one neighborhood, a street or a family.

We'll be kicking off our campaign on **[date, time] with [name of event]**. Join us to learn more about United Way's impact in our community while having fun with your coworkers.

We hope you join us this year in helping our neighbors live their best possible lives!

Thanks,

[ECC signature]

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KICKOFF EMAIL #1

Synopsis: Announce the start of your campaign, share your company's fundraising goal, and ask your employees to show their support.

Recommended send time: Start of your campaign

From: [company's ECC]

To: [company name] employees

Subject: One, two, three ... kick off! Join us, [employee first name]

Hi [employee first name],

Today kicks off our 2019 United Way campaign to help local people live their best possible lives. Thanks to your support, United Way of Greater St. Louis strengthens our entire region and positions us for a better tomorrow.

See how United Way helps local people every day. [\[link to 2019 campaign video\]](#)

This year, we hope to have our biggest impact yet, and our goal is **[insert \$ campaign goal]**. Your support to United Way allows local people to receive job training, senior care, financial literacy, early childhood education, and much more.

Help your community and make a gift to United Way of Greater St. Louis, today! Stay tuned for upcoming events and volunteer opportunities.

Thank you for supporting United Way, [employee first name].

[ECC signature]

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KICKOFF EMAIL #2

Synopsis: Focus on an upcoming event in your company's United Way campaign. Continue to build excitement throughout your coworkers.

Recommended send time: 1-3 business days after Kickoff Email #1

From: [company's ECC]

To: [company name] employees

Subject: We need YOUR support

Hi [employee first name],

Thank you to all who joined us at our United Way campaign kickoff!

Couldn't make it to the kickoff event? **Check out how United Way helps local people.** [link to video]

We are excited to see what our company's campaign goal can do for our community! With your support, people in your community can receive job training, senior care, financial literacy, early childhood education, and more.

You can help your community today by making a gift to United Way of Greater St. Louis! Keep checking your email for updates about volunteer projects and other fun events we'll host.

Thank you for supporting United Way, [employee first name].

[ECC signature]

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CHECK-IN EMAIL #1

Synopsis: Check in with employees halfway through your United Way campaign. Remind employees there's still time left to support your company's goal.

Recommended send time: Halfway through campaign

From: [company's ECC]

To: [company name] employees

Subject: Let's strengthen our community, together

Hi [employee first name],

We've made great progress on our company's United Way campaign goal. In fact, **we are [insert x%] of the way to our goal.** But we need your help.

There is still time for you to make an impact in your community. Because of your generosity, you help United Way of Greater St. Louis continue to strengthen and support the Greater St. Louis region.

Make your pledge today to build a stronger, healthier region.

Already made your gift to United Way? Thank you for your continued support and devotion to your neighbors.

We're almost to the finish line, [employee first name]. Help us cross it!

[ECC signature]

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CHECK-IN EMAIL #2

Synopsis: Keep your campaign's momentum going with a final reminder to make a gift. Encourage last-minute support; every gift counts!

Recommended send time: Last day for gifts

From: [company's ECC]

To: [company name] employees

Subject: Don't miss your chance to make an impact

Hi [employee first name],

It's the last day of our United Way campaign! This year, we came together in a BIG way to help our community. Let's keep this amazing momentum going.

Every gift counts. Join your coworkers and make your gift by the end of the day.

Thank you for your continued support, [employee first name].

[ECC signature]

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THANK-YOU EMAIL #1

Synopsis: Thank donors and share how their impact helps the community. Make your coworkers feel proud of all they accomplished.

Recommended sent time: Day after campaign ends

From: [company's ECC]

To: [company name] employees

Subject: We couldn't have done it without you, [employee first name]

Hi [employee first name],

What a great year! Thanks to all of your support, **we raised more than [insert \$ amount raised]** for this year's United Way campaign.

This would not have been possible without your generosity and support. Thank you for your participation and taking the time to learn about United Way and its importance in our community.

Forgot to turn in your pledge card? It's not too late! Drop your pledge card off [insert ECC info].

Once again, thank you, [employee first name], for joining with us to help our community.

[ECC signature]

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THANK-YOU EMAIL #2

Synopsis: Thank employees in a special way with a message from the CEO or other leadership members.

Recommended send time: 1-2 business days after campaign ends

From: [company CEO or leadership member]

To: [company name] employees

Subject: Thank you, [employee first name]

Hi [employee first name],

Every year I'm amazed at the generosity and dedication of [company name] employees.

This year, we rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community.

Your gifts to United Way are going to strengthen and improve the lives of a child who was diagnosed with a chronic health condition, a family who lost their home in a natural disaster, medication for a senior, and many others.

It's remarkable what we can do for our community when we come together to support a common goal.

Thank you for your support and generosity, [employee first name]. It truly means so much.

Sincerely,

[CEO signature]

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