

## HOW TO SAY THANK YOU

After a successful campaign, it's important to say "thank you" to all the employees who helped make your campaign a success. We appreciate every gift no matter how big or small, so help share our gratitude!

### Show their impact

Research shows that individuals, especially millennials, are likely to stop donating if they don't clearly understand the impact of their gift. One great way to do this is by sending an email with the link to the [impact calculator](#) and personalizing the message. **Pro tip:** Use our example emails, below!

### Thank-you breakfast or lunch

Continue increasing employee engagement and use this as another opportunity to get employees interacting with one another. Consider hosting a round robin of employees' favorite volunteer memories during the United Way campaign.

### Share the love

Did you know that research shows building a culture of open communications is in 55% of companies' primary goals? So, help spread the love for your United Way champions and foster a culture of transparency. **Here are three tools you can leverage:**

1. **Company intranet.** Use your company's hub to highlight other members of your campaign team, involved employees who volunteered or company leadership that spoke at events.
2. **Company newsletter.** Highlight an employee who was a true leader during campaign.
3. **Social media channels.** Have fun with pictures, graphics or maybe a live video! Check out our [social media toolkit](#) for more ideas.

### Our community just got a lot BUTTER(finger)

You don't have to give out Butterfingers, but you can send candy grams to say thanks in a sweet way. Want a few funny examples? **Here are four fun candy puns:**

1. Pack of gum: "Thanks for chewzing to give!"
2. Dove Promise: "Your promise will change lives!"
3. Junior Mints: "Thanks for your commit-MINT to our community!"
4. Mounds: "You deserve MOUNDS of thanks for your gift this year!"

### Bring back a speaker

Your United Way team is always ready to come and show our gratitude! Book a United Way speaker to come say thanks. Just contact your United Way campaign representative to request one.

### Keep spreading your impact

Continue to increase employee engagement and show the value of United Way by showing the impact they made. Communicate simple messages, stories or links throughout the year so the donor can feel good that their gift is helping all year long.

Helping people.



## SAMPLE THANK-YOU EMAILS

### 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]

Helping people.



Greater St. Louis

## 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]

All United Way campaign materials are available for download at [HelpingPeople.org/campaign-hq](https://www.HelpingPeople.org/campaign-hq).

