

# UNITED WAY WORKPLACE CAMPAIGN RESOURCES

Thank you for helping make our community a better place through your workplace campaign. Whether this is your first campaign or one of many, we are grateful for your time, energy, and leadership.

We've created tools, templates, and resources to help make your campaign easier. If you have any questions, we're here to help. **Let's make this campaign a success!**

## General Tips for Effective Donor Engagement

**Send From a Person, Not an Institution:** When you send an email "from" a person rather than your organization's name, it increases donor trust, confidence, and engagement.

**Subject Line:** This is your first impression! Keep it short (under 50 characters), intriguing, and relevant to your cause. Consider a question, a local reference, or a sense of urgency that will resonate with your audience.

**Personalize:** If possible, address your donors by their name. Segmentation tools in your email platform (if applicable) can help tailor your email messages as appropriate.

**Highlight Local Impact:** Showcase how you benefit the community by using local success stories, statistics, references, and/or quotes from your community members. Feel free to reference our website for local stories and data: [Annual Report](#) | [Impact Stories](#)

**Include a Clear Call to Action:** Clearly state your call to action and make it easy for the recipient of your email message to complete that action (e.g., include a donation button).

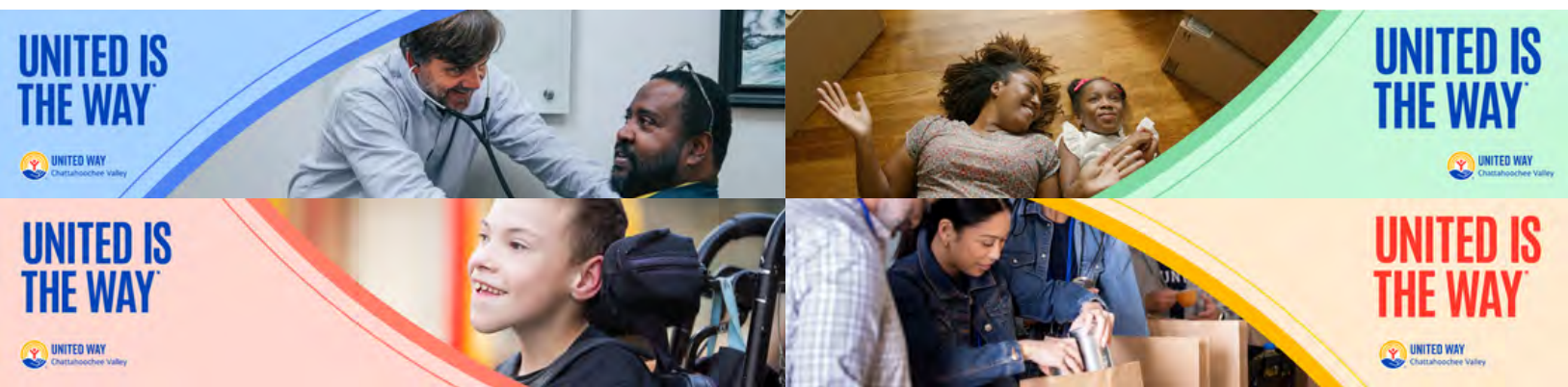
**Keep it Mobile-Friendly:** Ensure your email messages display well on mobile devices, where many emails are opened. When possible, test messages on an Android and an iOS device.

**Send Reminder Emails:** Keep a steady drumbeat of support for your campaign by sending reminder emails when appropriate. Depending on the length of your campaign, we recommend sending one reminder email per week.

## United is the Way Email Headers

To help make campaign communications easier, we've created a collection of ready-to-use United is the Way email headers for your workplace campaign. Choose from designs that reflect our community impact areas and use them in your campaign emails throughout the year. Download email header files:

[Healthy Community](#) | [Youth Opportunity](#) | [Financial Stability](#) | [Community Resiliency](#)



# WORKPLACE CAMPAIGN RESOURCES: EMAILS

## Email Templates

### Phase 1: Welcome and United Way Campaign Kickoff

#### Email 1a.

**From:** Your CEO/Director/Board Chair

**Audience:** All company employees

**Subject Line:** Team, please join me in supporting our neighbors in the Chattahoochee Valley

**Email Body:**

So many of our neighbors are working hard to overcome barriers and get ahead.

At **[ORGANIZATION 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 the Chattahoochee Valley – 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:

- Nutritious food and quality health care our neighbors need to lead healthy lives.
- Childcare, early learning, education, and enrichment to set kids up for success from cradle to career.
- Counseling, career training, and housing support to help families not only make ends meet, but create a sustainable financial future.
- Emergency preparedness and volunteer coordination efforts to ensure that our community stays connected, strong, and resilient, no matter what challenges we may face.

Please consider making a one-time or recurring gift to support this powerful work and send a message of solidarity and compassion to our neighbors most in need.

United is the Way.

**[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]**

Thank you in advance for your generous support.

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#### Email 1b.

**From:** Your CEO/Director/Board Chair

**Audience:** All company employees

**Subject Line:** Our United Way Campaign Begins

**Email Body:**

Today, we are proud to kick off our **[ORGANIZATION NAME]** United Way campaign in support of United Way of the Chattahoochee Valley.

Every day, United Way helps strengthen the community we call home by connecting local children, families, veterans, seniors, and neighbors with essential support. The dollars we raise through this campaign stay here in the Chattahoochee Valley, helping provide access to food, education, housing support, career resources, emergency assistance, and other critical services.

This campaign is an opportunity to invest in the place where we live and work and help ensure more people have the support they need to move forward. Whether you choose a one-time gift or payroll deduction, every contribution helps fuel meaningful work happening right here in our community.

I hope you will consider joining me in supporting this effort.

United is the Way.

**[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]**

Thank you for helping make a difference right here at home.

# WORKPLACE CAMPAIGN RESOURCES: EMAILS (CONT.)

## Email Templates

### Phase 2: Reminder/Mid-Campaign Check-in - Our Collective Impact

#### Email 2a.

**From:** Your CEO/Director/Board Chair

**Audience:** All company employees

**Subject Line:** United Way and **[ORGANIZATION NAME]** are uniting to change lives

**Email Body:**

We want to take a moment to celebrate how United Way of the Chattahoochee Valley and **[ORGANIZATION NAME]** are partnering to change lives in our community.

Thanks to supporters like you:

[This email should be tailored to your company. Our United Way team can help with providing your giving history. We suggest:

- Highlight the number of years the company has been partnering with your United Way
- Highlight the impact the company has had during your Day of Action/Day of Caring events and the value of employee volunteerism to your community. Add photos, if you have releases.
- Has the company led food drives or holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?]

Let's build on **[ORGANIZATION NAME]**'s legacy to do even more. Join us in creating a better community for all. United is the Way we can make the Chattahoochee Valley a community where all families are supported and every child can grow, graduate, and succeed.

**[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]**

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#### Email 2b.

**From:** Your CEO/Director/Board Chair

**Audience:** All company employees

**Subject Line:** A quick note about our United Way campaign

**Email Body:**

At **[ORGANIZATION NAME]**, we care about the community we call home. [Optional CEO/Leadership Personal Note: 1-2 sentences about why giving back matters to your organization, team, or personal connection to the mission.]

That's why we're proud to support United Way of the Chattahoochee Valley through our workplace campaign. United Way strengthens our community by supporting children and families, improving access to health and basic needs, and helping neighbors navigate times of crisis.

Today, I invite you to join us through a gift to United Way of the Chattahoochee Valley.

Every gift makes a difference:

- \$5/week provides utility assistance for a senior citizen for two months
- \$10/week provides beds for a victim of domestic violence and their children as they move from temporary shelter into a home
- \$15/week provides primary health care services for five community members experiencing homelessness
- \$20/week provides more than 6,000 meals for children and families in need

Every dollar raised here stays here. Our community is stronger when children have opportunities to succeed, families can access the support they need, and neighbors facing hardship have someone to turn to.

[Optional Campaign Update: "We're already seeing great participation across our organization," OR "We're halfway to our campaign goal."]

**[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]**

Thank you for considering a gift and for helping make our community stronger.

# WORKPLACE CAMPAIGN RESOURCES: EMAILS (CONT.)

## Email Templates

### Phase 3: Thank You

#### Email 3a.

**From:** Your CEO/Director/Board Chair

**Audience:** All company employees

**Subject Line:** Thank You for Making an Impact

**Email Body:**

What a powerful example of community in action.

As we wrap up our United Way campaign, I want to thank our **[ORGANIZATION NAME]** team for the generosity, compassion, and commitment you have shown throughout this effort.

By supporting United Way of the Chattahoochee Valley, you are helping strengthen the community we call home. The dollars raised through this campaign stay local, helping connect people with food, health care, education, housing support, career resources, and emergency assistance when it matters most.

["Together, we raised **[\$\$\$]** to support local families and neighbors."]

Thank you to every employee who participated in this year's campaign. Your support is helping create stronger foundations for families across the Chattahoochee Valley and reflects what is possible when people choose to invest in their community.

**[INSERT DONATION INSTRUCTIONS / FINAL CAMPAIGN LINK / DEADLINE IF APPLICABLE]**

Thank you for helping make this campaign a success.

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#### Email 3b.

**From:** Your CEO/Director/Board Chair

**Audience:** All company employees

**Subject Line:** Thank You for Supporting Our Community

**Email Body:**

As our United Way campaign comes to a close, I want to sincerely thank everyone who helped make this effort possible.

Because of your generosity, **[ORGANIZATION NAME]** is helping strengthen the Chattahoochee Valley and support local children, families, veterans, seniors, and neighbors facing challenges. Every dollar raised through our campaign stays here in our community, helping provide access to food, education, housing support, emergency assistance, and other critical resources.

I'm thrilled to report...

[This email should be tailored to your company. Our United Way team can help with providing campaign results. We recommend:

- **[ORGANIZATION NAME]** employees gave **[\$[DOLLARS PLEDGED]]** to United Way of the Chattahoochee Valley
- **[PARTICIPATION RATE%]** of **[ORGANIZATION NAME]** Employees gave to United Way of the Chattahoochee Valley
- **[NUMBER OF DONORS]** of **[ORGANIZATION NAME]** employees gave to United Way of the Chattahoochee Valley
- **[ORGANIZATION NAME]** employees contributed more than **[NUMBER OF VOLUNTEER HOURS]** volunteer hours during the campaign.]

Thank you to everyone who gave, volunteered, encouraged participation, or helped spread the word. Your support reflects the kind of community we strive to build and the values we share at **[ORGANIZATION NAME]**.

United is the Way.

Thank you again for helping make a meaningful impact right here at home.