



United Way
of Greater Stark County



Sample Email Messages

(for before, during and after campaign)

You will find a variety of templates to use as part of your workplace campaign to communicate with employees through email. Regular communication is key to campaign success! Use communication opportunities as a way to engage, educate, ask and thank employees. Statistics show that with regular communication, employees are able to feel more invested in the process and opportunity to give as they are also able to learn more about where their dollars are going and how they make an impact. These messages can be tailored to meet the needs of your organization. Consider incorporating additional details on important dates for your campaign, deadlines to pledge or incentive opportunities. Your United Way representative will work with you to customize these messages as appropriate for your workplace campaign.

Two weeks prior to the start of your campaign

Subject: Save the date for the United Way campaign!

Team,

We will kick off the annual United Way campaign on DATE. Join us for food and fun as we learn about how our gifts to United Way help people in our community — the communities where we live and work.

We will conduct the kickoff meeting in the LOCATION and will include doughnuts (yum!), a United Way speaker, details about our two-week campaign and attendance prizes (prime parking spots and gift cards to name a few).

Hope to see you there.

Sincerely,
United Way Campaign Coordinator



UNITED WAY OF GREATER STARK COUNTY FIGHTS FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.

401 Market Avenue North, Suite 300 | Canton, OH 44702 | 330-491-0445 | www.uwstark.org

Two days prior to the start of your campaign

Subject: United Way campaign kickoff on Monday!

Bob Boss and Mary Manager,

Please forward to your team and encourage their attendance. Thanks for your help!

<sent from CEO or Campaign Coordinator>

Team,

Please make the time to attend the United Way campaign kickoff on DATE. I fully support United Way and the impact it has on our region. We have a long tradition of supporting United Way and I hope the tradition continues this year. Thanks to your generous support, United Way of Greater Stark County impacts one in three people throughout Stark County to foster education, establish financial stability, improve health, and strengthen communities by banding together and tackling issues head on.

We have lots of fun events and activities planned for this campaign including drawings for early and increased gifts, and a contest by department. Last year, IT won by a hair. I hope we can beat them this year!

We will conduct the kickoff meeting in the LOCATION at 10 a.m. and will include food, a United Way speaker, details about our two-week campaign and attendance prizes. Please join us!

Sincerely,

Department Manager

Day 1 (after your kickoff)

Subject: And we're off!

Team,

Thank you so much for attending the United Way kickoff this morning – what fun! Great speakers and good doughnuts all to support the community! If you weren't able to attend, here is a summary of what went on:

We showed the campaign video. If you missed it, view it online at www.uwstark.org.

We announced our goal – \$XXXXX! We are very excited about this goal and what it will do to help our community. Please be a part of this by turning in your pledge card by <DATE>. We'll have an early bird drawing for parking spaces and gift cards. Turn in your pledge card to the coordinator in your department or HR.

We have lots of great prizes this year. We will draw winners for those that increase their gift and everyone who makes a gift will get to wear jeans on DATE. We will also have a pizza party incentive for the department that has the most participation. Good luck!

Finally, we will have events and updates throughout the next two weeks so keep a look out in your inbox and the intranet.

Whether you choose to participate in the United Way campaign by attending the kickoff, participating in an activity or by making a gift, we thank you for your support. Every dollar you donate, every hour you contribute – will help us create a collective solution that can't be accomplished alone.

Sincerely,

United Way Campaign Coordinator

Status/Follow up emails (send every 2-3 days, same format)

Subject: Update on the United Way campaign — X days remaining

Team,

Everything is off to a great start with the United Way campaign. Thank you for your support. Here is an update on how the campaign is progressing.

Campaign update

So far we've raised X% of goal! What an excellent start. Please be sure to turn in your pledge card. And thank you to everyone who has already made their commitment. We had a great turn out at the bake sale and raised more than \$X. Special thanks to Peggy Smith for spearheading and everyone who participated.

Upcoming events/activities

We've got X days left for the early bird drawing. Make sure to turn in your pledge card by DATE. Please print out the attached pledge card or email it to your department coordinator or HR to be eligible for the drawing.

Sign up for the agency tours that are occurring DATE. See Sharon Clark for more details.

Did you know?

United Way fights for the health, education and financial stability of EVERY person in EVERY community. We know that people like you want to join the fight, and help make a difference in our fight right here in Stark County. That's why we're supporting United Way – and asking you to join us in the fight. United Way collaborates, and forms unlikely partnerships. They find new solutions to old problems by mobilizing the best resources, and inspiring others to join us.

We have one life. To live better, we must live United.

Thank you, for choosing to fight with us.

Sincerely,

United Way Campaign Coordinator

Subject: That's a wrap!

Team,

What a great year! I'm happy to report our United Way campaign was a huge success and we raised more than \$XXXXX! This would not have been possible without your generosity and support. Thank you for participating in all of the activities and taking the time to learn about United Way and its importance in our community. If you did not have a chance to turn in your pledge card, it's not too late. See me for details.

NAME once again took home the trophy for her delicious brownies and NAME won our first ever hot-wing eating contest. Congratulations to them both!

Once again, thank you for making this campaign a huge success. You are helping fight for people throughout Stark County. Your passion, expertise and resources will help this fight become a WIN. A win that's not just a short-term solution, but a long-term investment in the future of our community.

Thank you.

Sincerely,

United Way Campaign Coordinator

After Campaign

Subject: Thank you

Everyone,

I'm amazed at the generosity and dedication of Company X employees. We rallied together to meet a common goal and that goal is not just about a number, it's about fighting for people in our community.

So, who are we fighting for? We're fighting for people like YOU - who live and work and attend school in our communities. United Way brings together people who recognize the power of joining together for a shared purpose...who understand that we're always stronger working together instead of alone. When we partner with United Way of Greater Stark County, our contribution is multiplied and magnified – giving it the power to create collective change.

Thank you for your support and generosity. It's truly remarkable what we have done for people in our community through United Way.

Thank you.

Sincerely,

CEO