



United Way  
of Greater Stark County



## Sample E-Pledge Messages

You will find a variety of sample messages to use as part of your E-Pledge campaign to communicate with employees. These messages can be tailored to 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.

### Kickoff E-mail #1

Welcome <NAME>,

Today begins the 2017 United Way campaign, an effort to partner and collaborate collectively to focus on long-term investments in the future of our community. Your passion, expertise and resources will help this fight become a WIN. 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.

Please join us today by making a gift to United Way of Greater Stark County through our e-pledge link. Every dollar you donate, every hour you contribute – will help us create a collective solution that can't be accomplished alone.

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

Thank you, for choosing to fight with us.



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.

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## Kickoff E-mail #2

Welcome <NAME>,

After growing up with seven siblings and an abusive father with a mental illness, Tina carried this negativity into her adult life, by making poor life decisions. Choosing an unhealthy partner, she battled drug and alcohol abuse, becoming homeless four times, and was very emotionally unstable. But thanks to the United Way's funded programs, she was able to fight and break the deviant cycle gaining food, shelter, employment and, most importantly, self-esteem. Looking back on the choices she has made and the struggles she has endured, she says her ultimate goal today is to help others in similar situations.

The game-changers like YOU, are the ones who use their passions, expertise and resources to help people like Tina fight and WIN. Today begins the 2017 United Way campaign, an effort to partner and collaborate collectively to focus on long-term investments in the future of our community, and the future of our neighbors, like Tina.

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

Thank you, for choosing to fight with us.

## Reminder #1

Hi <NAME>,

Before this campaign is over, please join your colleagues who have already pledged to join the fight.

So, who are your colleagues fighting for? They're fighting for people like YOU - who live and work and attend school in our communities. They're 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 you partner with United Way of Greater Stark County, your contribution is multiplied and magnified – giving it the power to create collective change.

Only <#> days left to join the fight.

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

Thank you, for choosing to fight with us.

## Reminder #2

Hi <NAME>,

We are reminding you today to pledge to your United of Greater Stark County workplace campaign.

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 at home. That's why we're here today – asking you to join us in the fight. United Way collaborates, and forms unlikely partnerships. We 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.

## Reminder #3

Hi <NAME>,

As you know, <COMPANY> is participating in this year's United Way of Greater Stark County campaign. We hope you will join us in fighting to create a strong community and make a difference in the lives of our Stark County neighbors.

There are many reasons to partner with <COMPANY> and United Way of Greater Stark County. United Way of Greater Stark County is the place where people gather from every corner of our community – people from government, business, faith groups, education, non-profits, organized labor and ordinary citizens – to tackle the problems most people shy away from...the ones they don't like to talk about. Every dollar you donate, every hour you contribute – will help us create a collective solution that can't be accomplished alone.

United Way needs you to join us and FIGHT for Greater 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.

Please pledge to United Way of Greater Stark County.

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

Thank you, for choosing to fight with us.

## Last Day Reminder

Hi <NAME>,

Today, on our last day of the 2017 United Way of Greater Stark County campaign, please take a moment right now to pledge your support to this important effort. We are encouraged by how many of your colleagues have already joined the fight, proving how generous our <COMPANY> community is. Your gift, no matter the size, is helping your coworkers, family, neighbors and friends live their best possible lives.

We hope you will fight with us and pledge <LINK>. Today is your last chance to make a difference and help us reach our campaign goal.

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

Thank you, for choosing to fight with us.