

MAKING YOUR UNITED WAY CAMPAIGN SOCIAL

Including E-Communication and Social Media into your company campaign is a great way to engage your employees and build morale to help make your campaign more successful.

USING YOUR COMPANY NEWSLETTER OR INTRANET SITE TO PROMOTE YOUR CAMPAIGN

- Provide a link to United Way's website, www.unitedwayswi.org
- Post or send daily educational and informational messages about United Way during the campaign.
- Share the United Way campaign video
- Post the schedule or calendar of campaign events
- Feature employees who have benefitted from United Way or one of its partner agencies and share their story
- Ask employees why they give/volunteer or how they "LIVE UNITED" and post their quotes
- Encourage employees to be social with United Way on Social Media on [Instagram-@unitedwayswi](https://www.instagram.com/unitedwayswi), [Twitter- @unitedwayswi](https://twitter.com/unitedwayswi) and [Facebook-facebook.com/unitedwayswi](https://www.facebook.com/unitedwayswi)

SAMPLE E-MAIL MESSAGES

ANNOUNCING YOUR CAMPAIGN

SUBJECT: Are you ready to make a difference?

Mark your calendars! (organization's) United Way Campaign starts (insert date). As Employee Campaign Coordinator, I look forward to making this a fun and impactful experience for everyone. United Way's campaign is our opportunity to help individuals in our community reach their full potential. I am excited about our united effort in the next few weeks and encourage your participation and support.

Stay tuned for more details!

ANNOUNCING YOUR CAMPAIGN KICK-OFF

SUBJECT: Let's help others reach their full potential!

Join us and **LIVE UNITED** as we kick off our United Way campaign. Everyone is invited to join us in as many of the following events and activities as you can:

(List any activities you will be having)

Look for more ways to GIVE, ADVOCATE & VOLUNTEER with United Way soon because great things happen when we **LIVE UNITED!**

CAMPAIGN PROGRESS UPDATE

SUBJECT: We're almost there!

Congratulations (organization) employees! We've reached ___% of our goal. Last week's (special event) was a huge success and thanks to your participation and (highlight from event). By investing in United Way when we GIVE, ADVOCATE & VOLUNTEER we are investing in our community.

Please turn in your pledge cards by (date) so that we can achieve our final goal of (amount). I'm proud to be apart of a movement to help so many in our community reach their full potential! Please stop by and say hi or if you have any questions.

WHAT DOES YOUR DOLLAR DO

SUBJECT: Every dollar makes a difference

United Way of Southwestern Indiana funds over 60 programs and projects year round. Every dollar you give makes a difference--a low income family become financially stable; people have access to health care; improve school success with children.

To find out more about United Way please visit, unitedwayswi.org.

TWEET IDEAS

Twitter is a great way to engage your employees and spread the word of your company's campaign. When tweeting please be sure to mention United Way @unitedwayswi and use the following hashtags, #LIVEUNITED #Campaign2015. Remember, the more pictures you can share the more relevant your tweets will be to your followers.

- We know what it means to #LIVEUNITED with @unitedwayswi #Campaign2015
- Investing in @unitedwayswi is easy and the impact is huge! #LIVEUNITED #Campaign2015
- (Organization) pledges to advance the common good of our community with @unitedwayswi. #LIVEUNITED #Campaign2015
- Because we have seen the #impact that @unitedwayswi makes we choose to #LIVEUNITED. #Campaign2015
- We love seeing our employees #LIVE UNITED! @unitedwayswi #Campaign2015
- We believe every dollar makes a difference that's why (organization) invests in @unitedwayswi! #LIVEUNITED #Campaign2015
- Great things happen when #LIVEUNITED @unitedwayswi #Campaign2015

LET'S BE FRIENDS

Sharing on your company's Facebook page is a great way to engage your employees and show your supporters your dedication to United Way of Southwestern Indiana and your passion for helping individuals reach their full potential. Be sure to tag United Way of Southwestern Indiana in your posts and to share pictures

- (Organization)'s United Way campaign kicks off today! When we LIVE UNITED great things happen in our community.
- To us, (Organization), investing in United Way of Southwestern Indiana is investing in our community.
- (Organization) knows that many in our community need help. That is why we invest in United Way of Southwestern Indiana.
- Check out (Organization)'s employees sporting their LIVE UNITED shirts. For us, we believe we all should LIVE UNITED to greatly impact our community.
- (Organization) believes in helping individuals in Southwestern Indiana reach their full potential. That is why we support United Way of Southwestern Indiana!
- (Organization) understands United Way of Southwestern Indiana is the connection for members in our community to reach their full potential.
- Because (Organization) thinks "WE BEFORE ME" we invest in our community by investing in United Way of Southwestern Indiana.
- (Organization) believes United Way of Southwestern Indiana provides the road map and resources for others to reach their full potential. That is why we LIVE UNITED.
- Because great things happen when we LIVE UNITED, we support United Way of Southwestern Indiana.

PICTURE THIS

If your company or employees utilize Instagram encourage them to share pictures from your campaign! Sharing 1-3 pictures daily during your campaign can increase enthusiasm amongst your organization. When sharing please tag United Way of Southwestern @unitedwayswi and use #LIVEUNITED and #Campaign2015 as your hashtags.