

Campaign Announcement Email

This can be sent internally through e-mail or through e-Pledge by the UW team:

To the (Company) Team:

At (Company), we know one simple act of kindness can change a life – or lives – for years to come. We know when we come together – united – it creates waves of positive change.

That said, I hope you'll be part of our United Way campaign this year which kicks off on (Date). Because (Company) believes in the great work United Way does in our community, we've come up with a few fabulous incentives to entice you to support this year's campaign. You'll learn more about these during on (Campaign kickoff day of the week).

Join us to learn about United Way's focus on helping low-income and disadvantaged populations and how your choice to "Be The One" will impact many lives for years to come.

"Be The One" who shows up for our kickoff.

Sincerely,

(CEO or Campaign Leader)

Campaign Kickoff Follow Up Email

This can be sent to your team after the campaign kickoff either internally or through e-Pledge by the UW team:

To the (Company) Team:

Thank you to everyone who attended our United Way Campaign Kickoff! For those who couldn't attend, you may contact _____ at _____ to get more information about the campaign.

Last year, we raised \$_____ and had ___% participation. We hope to increase that number this year and we've come up with the following incentives to help entice you to "Be The One" to help your neighbors in need:

- (Incentive idea)
- (Incentive idea)

(Company) supports United Way because it is a powerful and efficient way for you to make a difference. Payroll deduction or a one-time gift is a simple and convenient way to change a life for the better.

I am asking you to "Be The One" and join me in supporting United Way in their goal of helping our neighbors in poverty and the working poor. Every gift is important and appreciated! Please complete your pledge by (campaign end date).

One choice to "Be The One" who uplifts families who are struggling to make ends meet. Will you "Be The One" who makes a difference today? Thank you in advance for your generosity.

(CEO or Campaign Leader Name)

Campaign Reminder Email

To be sent internally or through e-Pledge a few days before campaign wraps up:

To the (Company) Team:

This is the final week of our annual United Way Campaign! Thanks to our generous employees, we are at ____% participation and have raised \$_____ to date! We appreciate you!

If you have any questions about the campaign, pledging, or how your donations are invested into our community, please contact _____ at _____, who will be happy to address your questions.

A gift to this year's United Way campaign provides kids the opportunity to build academic and emotional skills, helps strengthen families and builds circles of support, improves mental health care access, and aids disadvantaged populations in overcoming obstacles to keeping good jobs.

Please consider making the choice to "Be The One" to help today. Every gift is important and appreciated!

Sincerely,

(CEO or Campaign Leader Name)

Campaign Wrap Up / Thank You Email

To be sent internally after Campaign end date:

To the (Company) Team:

Many thanks to everyone who participated in this year's United Way Campaign! Because of the generosity of our employees, we achieved ____% participation and raised \$_____ to help the working poor and those in poverty throughout our community. I applaud you!

Since we met our goal, we can't wait to ____(incentive)_____ on ____(date)_____. If you couldn't participate at the time, but still want to make a direct donation, you can do so by texting "BeThe1" to 91-999.

I'm proud you've answered the call to "Be The One" to make a positive difference in the lives of others. Your willingness to step up will impact lives for years to come.

Sincerely,

(CEO or Campaign Leader Name)

Campaign Welcome E-Pledge Email (for e-Pledge campaigns)

This is to be sent through e-Pledge for the campaign launch:

Greetings,

Thank you to everyone who joined the United Way kickoff. I hope you were inspired to consider ways to “Be The One” to make a difference.

I don't have to remind you of the need we see right here in our own neighborhoods... thousands of people who are struggling to make ends meet, to tend to their emotional needs, and to foster connections that could help them grow. That's why our organization supports United Way and their [Pathways to Potential](#).

Regardless of the amount, I would love to have everyone unite in ____% participation for this campaign. If we achieve that goal, we'll celebrate with _____.

For convenience, you can make your personal donation through e-Pledge, which allows you to view your past donation history. To access your e-Pledge account, visit <https://swi.unitedwayepledge.org/crm/Start.jsp>.

To Login:

UserID: your Ivy Tech email address

Password: initially set to **password**

After you have logged in, you will be instructed to change your password.

Please accept my heartfelt gratitude for your support of United Way and its goal of empowering individuals and families to become upwardly mobile. I hope you'll choose to “Be The One” to help your neighbors in need.

Thank you,

(Company CEO)

e-Pledge Landing Page (for e-Pledge campaigns)

This is the message that team members see when they log in to e-Pledge:

To the (Company) Team:

At (Company), we know when we come together – united – it creates waves of positive change. And we know there are many in our community who need positive change.

We support our local United Way in its effort to empower individuals and families with resources to improve their economic situation, which improves their lives.

How is United Way doing it?

- Helping people get living-wage jobs and eliminating barriers to maintaining them
- Improving access to mental health care
- Ensuring kids have the academic and emotional skills they need to thrive
- Strengthening relationships and building connections that offer growth opportunities

Giving to (Company Name)'s United Way campaign is a powerful and efficient way for you to make a difference - and it's easy! Payroll deduction or a one-time gift is a simple way to change a life for the better.

Please consider making the choice to "Be The One" to help the impoverished and working poor. We're offering the following incentives for those who support the campaign:

- Incentive 1
- Incentive 2
- Incentive 3

Every gift, no matter the amount, is important and appreciated. Will you "Be The One"?

Thank you in advance for your generosity.

(CEO Name)