

Campaign Announcement Email:

This can be sent internally through email or through e-Pledge by the UWSWI team.

To the *(Company)* Team:

At *(Company)*, we understand how teamwork can generate something greater than the sum of its parts. United Way of Southwestern Indiana knows that, too. For more than 100 years, they have transformed individual and business donations into resources struggling, working families need to grow toward financial and social stability.

Join us on *(insert date, time, and location)* as we learn more about the meaningful work happening in our community and kick off this year's United Way campaign. At the event, we will also share special incentives available to this year's participants. You don't want to miss it!

Thank you in advance for being part of the solution. Together, we can plant the seed for a future where every person has the opportunity to reach their full potential.

Sincerely,

(CEO or Campaign Leader)

Campaign Kickoff Follow Up Email:

To the (*Company*) Team:

Thank you to everyone who attended our United Way Campaign Kickoff! For those who couldn't make it, contact _____ at _____ to get more information about the campaign and how you can participate.

(*Company*) continues to support United Way of SWI because their approach is a powerful and efficient way to transform donations into resources struggling, working families need to grow toward financial and social stability, like:

- Emergency and second-shift childcare
- A reliable ride to work
- School readiness and literacy programs
- Debt reduction and budgeting classes
- Mentors and mental health professionals

I am asking you to please consider payroll deduction or a one-time gift to our United Way campaign. The deadline to complete a pledge form is (*insert campaign end date*). Last year, we raised \$_____ and had ____% participation. Our goal is to increase one or both of those numbers this year, so we're offering the following incentives:

- (Incentive idea)
- (Incentive idea)

It will take all of us moving in the same direction to improve a complex issue like poverty. But together, we can plant the seed for a future where every person has the opportunity to reach their full potential.

(CEO or Campaign Leader Name)

ePledge Welcome Email – How to log in:

(*Greeting*),

Thank you to everyone who attended our United Way Campaign Kickoff! I hope you have a better understanding of the meaningful work happening in our community and how you can be part of the impactful programs and solutions helping struggling, working people.

(Company) continues to support United Way of SWI because their approach is a powerful and efficient way to transform donations into the resources people need to grow toward financial and social stability, like:

- Emergency and second-shift childcare
- A reliable ride to work
- School readiness and literacy programs
- Debt reduction and budgeting classes
- Mentors and mental health professionals

I am asking you to consider donating to our United Way campaign before the (*insert end date*) deadline. Last year, we raised \$_____ and had ____% participation. Our goal is to increase one or both of those numbers this year, so every donation counts! If we reach our fundraising goal, (*insert reward or celebration details*).

Make your donation through ePledge, a simple online system. To access your ePledge account, go to <https://swi.unitedwayepledge.org/crm/Start.jsp>.

To Login:

User ID:

Password:

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

It will take all of us moving in the same direction to improve a complex issue like poverty. But together, we can plant the seed for a future where every person has the opportunity to reach their full potential.

Thank you,

(Company CEO)

e-Pledge Landing Page (verbiage seen once users log in to e-Pledge):

To the (*Company*) Team:

At (*Company*), we understand how teamwork can generate something greater than the sum of its parts. United Way of Southwestern Indiana knows that, too. For more than 100 years, they have transformed individual and business donations into resources struggling, working families need to grow toward financial and social stability.

United Way addresses and improves our community's greatest challenges by making major investments in services proven to break the cycle of generational poverty. In real life, it looks like:

- Emergency and second-shift childcare
- A reliable ride to work
- School readiness and literacy programs
- Debt reduction and budgeting classes
- Mentors and mental health professionals

I am asking you to please consider payroll deduction or a one-time gift to our United Way campaign. The deadline to donate or complete a pledge form is (*insert campaign end date*). Last year, we raised \$_____ and had ____% participation. Our goal is to increase one or both of those numbers this year, so we're offering the following incentives:

- (Incentive idea)
- (Incentive idea)

When you give to United Way of SWI, you become part of the solution. It will take all of us moving in the same direction to improve a complex issue like poverty. But together, we can plant the seed for a future where every person has the opportunity to reach their full potential.

(CEO Name)

Campaign Reminder Email (to send 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.

Remember, when you give to United Way of SWI, you become part of the solution. It will take all of us moving in the same direction to improve a complex issue like poverty. But together, we can plant the seed for a future where every person has the opportunity to reach their full potential.

Sincerely,

(CEO or Campaign Leader Name)

Campaign Wrap Up / Thank You Email:

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 struggling, working families grow toward financial and social stability.

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 "BetterWay" to 40-403.

Remember, by giving to United Way of SWI, you become part of the solution. Thank you for supporting this year's campaign and working together to plant the seeds for a future where every person has the opportunity to reach their full potential.

Sincerely, (CEO or Campaign Leader Name)