

SAMPLE – CAMPAIGN – EMAILS

TWO WEEKS PRIOR

Subject: Save the date for the United Way campaign!

Team,

We will kick off our 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 Executive Board Room, located on the fourth floor, at 10 a.m. 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,

Employee Campaign Manager

TWO DAYS PRIOR

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!

Team,

Please make the time to attend the United Way campaign kickoff on DATE. We have a long tradition of supporting United Way and I fully support the impact it has on our community.

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 Department won by a hair. I hope we can beat them this year!

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

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.uwov.org. You will have the chance to win great prizes just by watching the video and filling out a form.
- 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 this Friday. 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.
- There will be 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 checking your inbox and our 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. By joining together in this effort, I am confident we can help people in our community become stronger and healthier.

Sincerely,

Employee Campaign Manager

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 our 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 25% 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 \$700. Special thanks to Peggy Smith for spearheading the bake sale 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 form by DATE 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 gifts really do help people!!! In fact, it helps two out of three people in our community each year. Together, our gifts will help a person find a job, a child receive after-school care and an elderly person receive a hot meal.

Sincerely,

Employee Campaign Manager

WRAP-UP

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 people. You are making a difference. Thank you.

Sincerely,

Employee Campaign Manager

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 helping people in our community.

A gift to United Way is an investment in more than 170 local non-profit organizations in Daviess, Hancock, McLean, Ohio, Union & Webster counties. Your gifts are going to strengthen and improve the lives of a child who has special needs, a women seeking shelter from an abusive partner, food for an elderly person and so much more.

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