

# Sample Emails & ECM/CEO Letters

## Reminder Emails

While we've provided email templates for standard campaign milestones, we suggest that you keep your staff up-to-date about the activities that have occurred, progress on volunteer hours, monetary contributions, etc. and ways that employees can engage if they have not already. It is especially useful if you thank those who have already given, ideally calling out by name volunteers or donors who have gone above and beyond in their commitment. Best practice indicates that 3-4 of these reminder emails will suffice, so that employees are not overburdened with multiple email communications. Here are some of the occasions you might consider sending a reminder email:

- In the beginning and midpoints of the campaign
- After a Leadership event
- Recapping an employee team-building experience, volunteer outing or service provider tour
- If you reach or surpass a goal in giving or volunteerism

## General Advice

United Way strongly encourages you to make this campaign your own, personalizing to your company and its culture as much as possible. Though we've given you templates, they're just that – suggestions.

Please try to keep your letters and emails authentic and inspirational, using warm, conversational communications and providing real reasons why people should give. You are United Way's advocate, and your passion is the greatest gift that you can give! We are so appreciative of you!

## **Campaign Preview** (*Sent one week before campaigns start*)

**Subject Line:** Are you the kind of person ...

Who wants to make your community stronger? Who cares about changing lives for our friends and neighbors in our community?

If so, stay tuned for your chance to play a role in [COMPANY NAME'S] United Way of the Ohio Valleys' Annual Campaign! When you support United Way, you are affecting real change – and United Way has the numbers to prove it.

There will be multiple ways for you to play a part, in addition to donations. United Way supports over 70 local nonprofits, making it easy for you to volunteer at a place that you're passionate about. Here at [COMPANY NAME], we've got some special events and activities in mind to help share your passion with your co-workers.

There's always a place where you can make your mark, so get ready to be a difference-maker! We'll be in touch again on campaign kickoff day!

## **Campaign Kickoff (All Staff)**

**Subject Line:** Things Change Today

Good News – things are improving every single day, thanks to difference-makers who pitch in to help. Now you can play a part, through [COMPANY NAME'S] United Way of the Ohio Valleys' Annual Campaign! This isn't about charity, it's about change. From helping the homeless, giving a child a safe place to live, or helping to make college a reality for high-potential kids – United Way and its service providers are about making a long-lasting impact everywhere we live.

How can you help? By finding your charitable passion and becoming a change-maker! Last year, over [x] employees gave [\$ CAMPAIGN AMOUNT], which made the entire company proud. Here's how to get started to make this year even more successful:

- Come to a meeting to learn more about how United Way amplifies every dollar we give so it makes the biggest possible difference.
- Volunteer with your co-workers on a project – email me for more information – or sign up to change a child's story as a volunteer reader, tutor or mentor.
- Take a tour of a United Way agency – they serve a variety of them.
- Give one hours pay per month
- Make your United Way pledge by [MONTH XX].

Thank you for your support of United Way

## **Campaign Kickoff (Leadership)**

**Subject Line:** Things Change Today

More Good News – things are improving every single day, thanks to difference-makers like who pitch in to help. Now you can play apart, through United Way of the Ohio Valleys' Annual Campaign! This isn't about charity, it's about change. From helping the homeless, giving a child a safe place to live, or helping to make college a reality for high-potential kids – United Way and its agencies are about making a long-lasting impact everywhere we live.

How can you help? By finding your charitable passion and becoming a change-maker! Last year, over [x] employees gave [\$ campaign amount], which made the entire company proud. Here's how to get started to make this year even more successful:

- Make a gift of \$1,000 or more annually and become a Leadership Givers member. Please make your United Way pledge by [MONTH XX].
- Come to a meeting to learn more about how United Way amplifies every dollar we give so it makes the biggest possible difference.
- Volunteer with your co-workers to take on a project by emailing me for more information – or sign up to change a child's story as a volunteer reader, tutor or mentor.
- Take a tour of a United Way agency — email me and I can provide more information.

Thank you for your support of United Way!

## **What A Dollar Buys**

**Subject line:** What can a buck do? More than you expect

One of the most common questions [COMPANY NAME] employees ask about United Way is what difference their gifts make. You might be surprised at how much an affordable weekly gift can accomplish when you invest in the United Way.

United Way makes the most of every dollar you give. How? By focusing efforts on strategies for long-term change and by investing in proven programs right here in our community. People like you volunteered over 500 hours of their time to identify 70 exceptional investments that break the cycles of dropouts, poverty and poor health. For example:

- \$50 per week empowers seven parents of preschool kids to become their children's first teachers and start them on a lifetime of learning.
- \$30 per week gives two infants a healthy start to life by providing regular checkups and early intervention to prevent or proactively address health risks.
- \$10 per week teaches a student valuable skills they can use to succeed in college or careers after graduation.
- \$1 per week enables a student to attend two weeks in an academically rich afterschool program that aligns with what they learn in class, helping them perform better in school.

I give to United Way because I want to know that every dollar I give is making the biggest possible difference in someone's life here in our community. I hope you will join me in giving to the United Way at the level that's right for you.

## **General Thank-You Letter**

**Subject line:** You Are Making a Difference

If you're feeling proud, you should be! Making a pledge like you did is no small thing ... it is a demonstration that you care about your friends and neighbors in the community. If you haven't patted yourself on the back, allow me to do it for you – you are making a difference. THANK YOU! You are part of the reason United Way has made so much progress in the community.

I hope that you'll take your passion one step further, and sign up to receive United Way newsletter at your personal email address. You'll get to see where your investment is going, because United Way is unique in their commitment to providing updates about the lives you've changed and giving you statistics to see how they're doing.

If you have any questions about United Way or about making your gift, please let me know.

**“Last Call” Email** (*Sent the day before the campaign ends*)

**Subject line:** LAST CALL: Add your name to the list

Tomorrow is the final day of the United Way Annual Campaign. Already, [PARTICIPATION RATE] % of your co-workers have added their name to the list of [COMPANY NAME] employees who care about their community, by making a pledge to give to our friends and neighbors who need it.

I feel truly humbled to work amongst a group of great people who have given above and beyond.

But I also know that we have an opportunity in this last push to do something special. Every additional person that chooses to LIVE UNITED — every additional hour you volunteer, every additional dollar you donate — helps one more child or family thrive right here where we live.

If you haven't already given, please make a pledge and invest. I think that in the next 24 hours, we can get a higher participation rate than any company around. Who thinks we can do it? If you have any questions, ask me! If you want to know more, ask me! If you want to make a difference, GIVE!

Thank you for everything you do to LIVE UNITED!

**End-of-campaign "Thank You"** (*Sent after campaign concludes*)

**Subject line:** I am so proud

I did a double-take when I saw our final numbers for the United Way Campaign. Join me in celebrating the incredibly successful (COMPANY NAME) campaign! It takes an entire community to change lives, and today I could not be more appreciative that I work in this one.

Without further ado, I want to report: [insert appropriate result statements from below:]

[COMPANY NAME] employees gave \$[DOLLARS PLEDGED] to United Way.

[PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.

[NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

Additionally, [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Even though I am so tremendously thankful, I'm really not speaking for me. I'm thanking you on behalf hundreds of – families, children, neighbors and friends – who will be more prepared to graduate, who will find pathways out of poverty and who will be healthier because of your contributions. From all of those that will be served, I extend my warmest gratitude.

**End-of-campaign "Thank You"** (*Sent to donors after campaign concludes*)

**Subject:** You did it!

It is with deep pride that I congratulate the men and women of [COMPANY NAME] for your generosity and overflowing of service during the campaign for United Way. When we live united, greater things can happen, and the first place you can see that is right inside this office.

I'm pleased to report that [insert appropriate result statements from below:]

[COMPANY NAME] employees gave \$[DOLLARS PLEDGED] to United Way.

[PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.

[NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

Additionally, [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign!

You did a remarkable job, and though I'm proud as your CEO, I'm even more touched as a person, talking to a group of generous people. We aren't just working in our community; we're living here, too. And you've just made our community better for thousands of our friends and neighbors.

Very simply – thank you.

**Letter At Beginning Of Campaign** SAMPLE 1 (*Send to co-workers*)

Dear Friends,

As an employee of our company, each of us has an outstanding opportunity to help others in need. We have all personally witnessed when children, families, and seniors struggle. Perhaps even some of your own neighbors may have benefited from United Way services.

The children of our community can attend the Boys & Girls Club; others can go to Girls, Inc; some may go the Family Y; while others may be receiving a hot supper at the H.L. Neblett Center. It is a known fact that victims of domestic violence can seek help through OASIS and still there are other individuals who may need the services of the Boulware Mission.

Dollars raised support senior programs that offer home-delivered meals to the elderly. In addition, United Way dollars assist families and their loved one in making the final journey from this world with dignity by supporting Hospice. That's right – the needs are great and all of the above mentioned agencies are funded in part by your United Way dollars. Together, every day of the year, we can all continue to help others.

I urge each of you to think about being a United Way donor. It is true – we never know when we ourselves may need help from Red Cross due to a fire or from the Salvation Army.

Please consider giving a few dollars or more per pay-period. Did you know that through the Salvation Army; just \$2/pay-period will purchase groceries for eight people for one week? That same \$2 can provide 10 American Red Cross blankets for disaster victims.

It's amazing what \$2 will do. Won't you help just a little?

**Letter At Beginning Of Campaign SAMPLE 2 (Send to co-workers) ON-LINE CAMPAIGN**

Hello Owensboro Market.

It's not a trick, but a treat for those in need. If you act early, you may receive a treat as well! The UNITED WAY campaign kicks off on **Halloween** and continues until November 14th.

It's time to think about what you will contribute to the United Way. This excellent organization needs YOU in order to provide services to those in need in our community. Even the smallest contribution can go a long way.

- \$3 per pay period can provide nutritious meals for 116 afterschool program children
- \$5 per pay period can provide 25 blankets for a disaster shelter
- \$10 per pay period can provide new winter coats for 30 disadvantaged children

I am asking that each employee thoughtfully and prayerfully consider giving something this year to United Way. When I met with the United Way staff this past week, they humbly expressed that even \$2 per pay period from those that are not currently pledging would be greatly appreciated. Think about the power of this. If 40 of us either began contributing or increased our current contributions by \$2 a pay period, we could help provide an additional \$1,920 this year to agencies like American Red Cross, Boulware Mission, Hospice of Western Kentucky, OASIS, Salvation Army, and many more.

Last year, 28% of our branch employees generously provided \$7,925 to the United Way. I am proposing that we come together and bring this number up to \$9,000 this year. This can easily happen if we can bring our percentage of donors up to 50% of employees. Let's show this community how generous our team can be!

I encourage you to visit this website and view this informational video so that you can learn more about what the United Way means to people in our communities.

<http://www.uwov.org/>

Now...for the treats! If you complete the pledge process by end of day on November 7th, you will be entered into a drawing for one of 3 prizes.

1. An extra vacation day
2. A \$25 Gift Certificate to: Red Lobster
3. A \$10 Gift Certificate to: Chick-fil-A

To help make a difference, go to our on-line website and visit Human Systems Express. Scroll to the bottom of that page and you will see a link for United Way Pledge. **BE SURE TO VERIFY THAT YOUR PLEDGE IS GOING TO UNITED WAY OF THE OHIO VALLEY.** If you have a specific agency you would like your pledge to go to, reference the UWOV brochure. Most branches have these already. If you don't you will be seeing me very soon!

If you need additional assistance, there is a link called "United Way pledging is this simple..."

### **Letter At Beginning Of Campaign SAMPLE 3 (Send to co-workers)**

United Way is a model of teamwork. Through United Way, you support many local health and human service agencies meeting critical needs in our community. Your generosity is then multiplied by linking people in need to services, increasing volunteer involvement in the community, and working in partnership with other organizations.

Hundreds of local volunteers give their time to make United Way work so your contribution can make the greatest impact on the lives of local people. These community volunteers carefully balance community needs and resources, distribute funds where they are most needed and will make the greatest difference. Here are a few examples:

#### **STORY 1**

With tears in her eyes, a middle-aged lady named Cassie said 'I won't be on your register book. I have never been here before.' She went on to say how embarrassed she was to be asking for food – but she and her husband were desperate. Her husband's work has been sporadic due to the weather and she had recently had back surgery. They had already been turned down for food stamps and were barely able to pay their bills. We assured her the Food Pantry was here to help her and she had no reason to be embarrassed. She left her our office with a generous supply of food and compassion. Since that time, Cassie has returned many times, not for food, but to volunteer her time to help us help others. It is because of United Way and you that we were able to help Cassie and continue to help so many others like her.

#### **STORY 2**

Ms. Mattie was not doing well and wanted to spend her final days in her own home surrounded by her loving family. Her medical condition required a large amount of durable medical equipment that was far above the usual reimbursement from Medicare for Hospice care. The funding received from United Way helped to offset the significant negative financial impact that would have been felt.

Many years ago, we learned the value of teamwork. We learned that, by working with others, we could do much more than we could do on our own. We know that times are hard so don't give until it hurts, please just give until others don't hurt.

### **Letter At Beginning Of Campaign SAMPLE 4 (Send to co-workers)**

Many years ago, we learned the value of teamwork. We learned that, by working with others, we could do much more than we could do on our own, we can **LIVE UNITED**.

United Way is a model of teamwork. Through United Way, you support many local health and human service agencies meeting critical needs in our community. Your generosity is then multiplied by linking people in need to services, increasing volunteer involvement in the community, and working in partnership with other organizations.

Hundreds of local volunteers give their time to make United Way work so your contribution can make the greatest impact on the lives of local people. These community volunteers carefully balance community needs and resources, distribute funds where they are most needed and will make the greatest difference. Here are a few examples:

#### **STORY 1**

In need of many home repairs, an elderly disabled gentleman and his wife were blessed with help from the Hancock County Repair Affair. Some new wiring was installed; roof

repairs were made along with a stainless steel chimney liner and two new windows. Then, fresh paint was applied to help restore the beauty of the old home.

## **STORY 2**

Last year, Jenny made it through the early part of the school year wearing flip-flops, but as the weather began to change – her shoes did not. The Hancock County Family Resource and Youth Services Center quietly contacted Jenny’s family. They had never asked for help before, but this time, they welcomed the new winter shoes that were provided.

Please help continue the tradition of teamwork that was begun years ago by helping support United Way. Your help is needed more than ever. Thank you for playing an important part in making Hancock County, our community, a better place to live.

Remember, when we **LIVE UNITED** we ensure a brighter tomorrow.

## **Letter At Beginning Of Campaign SAMPLE 5 (Send to co-workers)**

During these difficult economic times, support for United Way and its programs matters more than ever. United Way funds assist many non-profit and human service programs that provide services to thousands of people in our community. Together, we can accomplish more than any single group can on its own. Here is why your giving is so important to our community:

### **STORY 1**

Brian a divorced father is raising his 3 girls all by himself. Just keeping up with necessities takes almost his whole paycheck, yet the girls do not complain. Every Monday night they get a hot meal at the Salvation Army and that helps a lot!

### **STORY 2**

After being assaulted, Jill knew she needed medical treatment. Upon her hospital arrival, the New Beginnings agency was immediately notified. This program provides sexual assault victims emotional support, new clothing and toiletries so they can leave the hospital in dignity. On-going follow-up therapy continues for Jill and she is making good progress.

Thank you in advance for any support you choose to give. All donations make a difference in the lives of those in need in our community and your donation is tax deductible.

## **Letter At Beginning Of Campaign SAMPLE 6 (Send to co-workers)**

There are three basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. Yet sometimes, life does not always go the way we hope.

When Joe, a 15 year-old boy, moved to our community, he had an extensive history filled with escalating behaviors including truancy, angry outbursts, physical and verbal aggressions, property destruction, self-harming, lying, and defiance of authority. He had disrupted four foster care placements and had been sent to a juvenile detention center four times. Joe continued exhibiting these negative behaviors as he now had to live in yet another new environment surrounded by new peers, new caregivers, new rules and new expectations. (KEEP READING TO FIND MORE OF JOE’S STORY.)

United Way funding assists many non-profit and human service programs that provide services to thousands of people in our community. Over the years, your noble gifts have helped United Way's efforts to respond to increasing community needs and provide vital services to people who need them the most. As you read more about Joe, you will actually see what your dollars can do. When all of us work 'Together, we can change the story'!

Like other generous United Way contributors, we encourage you to again extend your hand to the people in our community who desperately need help - children, families, individuals, the sick, the disabled, and the disadvantaged.

On behalf of Joe and many others like him who need your help, some that you may never even meet, please continue to help us help others.

My sincere thanks,

### *JOE'S STORY*

When Joe, a 15 year-old boy, moved to our community, he had an extensive history filled with escalating behaviors including truancy, angry outbursts, physical and verbal aggressions, property destruction, self-harming, lying, and defiance of authority. He had disrupted four foster care placements and had been sent to a juvenile detention center four times. Joe continued exhibiting these negative behaviors as he now had to live in yet another new environment surrounded by new peers, new caregivers, new rules and new expectations.

Joe frequently challenged his new caregivers with their commitment and love for him by self-harming with random sharp objects, verbal and physical aggressions requiring staff to physically restrain him from harming himself or others, chronic episodes of property destruction while verbally expressing lack of remorse for behaviors or concern for consequences, and seeking out opportunities to purposefully upset or offend others attempting to make them feel the depth of his emotions. He often expressed, "This is who I am. I hurt people." It took months of therapeutic treatment for Joe to work through his thoughts and feelings which were fueling these self-destructive behaviors. It became evident that Joe was trying to avoid creating lasting bonds with others and to avoid potential loss in the future. He finally expressed, "If I'm bad enough, I won't ever lose anybody again."

Gradually Joe began working in therapy and his angry outbursts began to diminish and his self-harming behaviors ceased. He started having home visits with his family and was able to share his trauma narrative with them which afforded the entire family the opportunity to participate in the healing process. Through the support of Kentucky's donors, including the United Way, this collaborative outreach provided Joe with the mental health treatment needed to transition back into his family's home. Recently, Joe communicated to the staff by way of the following letter:

*Dear Service Provider,*

*I want to let you know that I am doing good and have just past my 10<sup>th</sup> grade year, so I am doing great right now. I'd like to say thank you for everything you have done for me while I was there. I'm sorry for all the things I put everyone through. I notice that I would not be sitting here writing this to you if you had not taken me in and kept me all that time. I'm glad to be back with my family now. Yes, we have had some arguments but everything seems to be getting better. Again I want to thank you for*

*everything you've done for me. I'd like to wish you luck with the rest of the ones there now. I wish I could have been a better role model for them but I had made poor choices, but I do believe everyone does that every now and then. The one thing I would like for you to know is that I have been put in a lot of placements, but I have never been put in one where people really liked me and were happy about working with me. You have helped me out big time by making me more of a better person.*

*Thank you! Joe*