**Sample Thank You Emails from ECM and CEO**

**End-of-campaign "Thank You” from ECM** (*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. [Success Thermometer](https://uwov.org/wp-content/uploads/2020/08/Campaign-Goal-Thermometer-Customizable.xlsx) [please fill-in the chart with your results]

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

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

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” from CEO** (*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. [Dollars Raised](https://uwov.org/wp-content/uploads/2020/08/Campaign-Goal-Thermometer-Customizable.xlsx) [please fill-in your results in the chart]

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

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.