

Campaign in a Box

Thank you for your willingness and work on helping provide thousands of services to people in need in our community.

[These are the items that are suggested to be used during the campaign. For virtual campaigns we have learned communication and more communication is the key to a successful campaign. With everyone's busy schedule it is easy to forget or delete emails with campaign information.]

[Supply Order Form](#) – please review and discover resources available

[Corporate Card](#) – discuss with leadership, complete and return at any time.

[Emails for CEO and ECM](#) to send out to team members' through-out campaign. *(Link included or emails located on the pages below)*

[Campaign Video](#) – video relates information. Please use in conjunction with a beneficiary story.

[Virtual Fundraising Ideas](#)

[50 Ways to Raise Funds](#)

Beneficiary Stories

- [End of Life Wishes](#)
- [More than just a Meal](#)
- [Life Sustaining Backpacks](#)

[United Way Brochure](#)

[Hunger Relief / 2-1-1 Info Card](#)

[Employee Pledge Card](#)

[Designation Codes](#) – List of Programs. Only use if someone wishes to send their money to a specific organization within Daviess, Hancock, McLean, Ohio, Union and Webster.

[Out of Area Designation Card \(only for Counties outside of Daviess, Hancock, McLean, Ohio, Union and Webster\)](#)

[Report Envelope](#)

Return a copy of each individual pledge form OR [complete this spreadsheet](#) for a listing of all individual pledges. Don't have to do both.

Sample Emails ECM / CEO



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!

Pre-Campaign from CEO *(sent to all staff one week before campaign starts)*

Subject Line: One community

Our company relies on each other helping one another to achieve our mission. Without each of us doing our part our company wouldn't be successful. Just like our community, it takes all of us partnering, collaborating and coming together to ensure people receive the help they need. Our region is a fabulous place to raise a family, to live and to work and we are truly blessed in many ways. In the last few months we have witnessed many people going through challenges they have never experienced. Very high unemployment, grocery stores not having food on their shelves, neighbors not being able to pay rent / utility bills for the first time in their lives all because of challenges created by Covid-19. It is at times like these that our partnership with United Way makes me proud.

Since the inception of [Covid-19](#), United Way never closed their doors. They coordinated resources to ensure food was available to those in need, assisted shelters in keeping men and women safe and helped to distribute more than \$630,000 to help with food, rent, utilities

and assist the most vulnerable populations throughout the region. All of this was accomplished while still collaborating with more than 55 programs to ensure they had the needed resources to adjust and change their service delivery so clients continued to get assistance.

This is why our company supports United Way and provides the opportunity for each of you to participate in the annual giving campaign. Over the next few weeks you will receive communication where you will be able to learn how your dollar will impact the lives of people that live and work right here. [United Way overview](#) outlines information about the United Way of the Ohio Valley, a locally managed and governed organization by our friends and neighbors from this community. Let's turn this moment into our finest hour by joining me and supporting United Way.

Pre-Campaign from ECM *(Sent to all staff 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 Valley](#) Annual Campaign! When you support United Way, you are affecting real change and building a strong foundation for all in the areas of Education, Financial Stability and Health. To learn more about United Way click on this link [UWOV Brochure](#)

Ensuring hungry people have access to food and knowing how to access services through calling 2-1-1 are key areas of focus. [Hunger / 2-1-1](#)

There will be multiple ways for you to play a part, in addition to donations. United Way supports over [55 local nonprofits](#), making it easy for you to get connected 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 change-maker! We'll be in touch again on campaign kickoff day!

Campaign Kickoff from ECM *(Sent to all who aren't being sent the Leadership Donor Request email)*

Subject Line: Things Change Today

Good News – things are improving every single day thanks to change-makers who pitch in to help. Now you can play a part, through [COMPANY NAME'S] United Way of the Ohio Valley Annual Campaign! This isn't about charity, it's about ensuring people receive the help they need. From the very beginning of [Covid-19](#) when grocery store shelves were bare United Way worked to ensure families and seniors had food. When so many were laid off, United Way helped with investing over \$200,000 to help with rent and utility payments through the [Covid-19](#) response fund all while continuing to support more than [55 programs](#)

[through-out the region](#). United Way and its service providers are about making a long-lasting impact everywhere we live.

This is a time to make this [our finest hour](#) 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:

- Learn how dollars are changing lives by watching these stories about real people helping others right here in our community.
 - [End of Life Wishes](#)
 - [More than Just a Meal](#)
 - [Life-sustaining Back-Packs](#)
- Make a [payroll deduction gift](#) to give a hand up to a family, senior or individual in need.
- Return your pledge form to *[name, email address]*
- For information about designating your gift [to a local program](#) and enter code in box on pledge form.
- For information about designating your gift [outside of the Ohio Valley](#)
- Make your pledge by [MONTH, DATE]

Thank you for your support of United Way!

Campaign Kickoff from ECM (Sent to those who the ability to donate \$20 per week -- Leadership Donor Request)

Subject Line: Things Change Today

Good News – things are improving every single day thanks to change-makers who pitch in to help. Now you can play a part, through [COMPANY NAME'S] United Way of the Ohio Valley Annual Campaign! This isn't about charity, it's about ensuring people receive the help they need. From the very beginning of [Covid-19](#) when grocery store shelves were bare United Way worked to ensure families and seniors had food. When so many were laid off, United Way helped with investing over \$200,000 to help with rent and utility payments through the [Covid-19 response](#) all while continuing to support more than 55 programs through-out the region. United Way and its service providers are about making a long-lasting impact everywhere we live.

This is a time to make this our finest hour 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:

- Learn how dollars are changing lives by watching these stories about real people helping others right here in our community.
 - [End of Life Wishes](#)

- [More than Just a Meal](#)
- [Life-sustaining Back-Packs](#)
- Make a gift of \$20 a week and become a member of the Leadership Giver program by making a [payroll deduction gift](#)
- Return your pledge form to *[name, email address]*
- For information about designating your gift [to a local program](#) and locating the needed code.
- For information about designating your gift [outside of the Ohio Valley](#)
- Make your pledge by [MONTH, DATE]

Thank you for your support of United Way!

What A Dollar Buys from ECM *(All Staff: Reminder email during campaign time frame)*

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 hundreds of hours of their time to identify 55 exceptional investments that break the cycles of dropouts, poverty and poor health. For example:

- \$50 per week helps five families from being evicted from their homes
- \$30 per week keeps the lights on for two families for a year
- \$20 per week gives children with severe disabilities personal enabling equipment to help them stand, improve mobility and provide for individual successes
- \$10 per week teaches a student valuable skills they can use to succeed in college or careers after graduation
- \$5 per week provides a food for 15 kids each week
- \$2 per week buys personal hygiene kits for a month for an individual in a shelter

To watch a video about how your dollars are helping others:

- [End of Life Wishes](#)
- [More than Just a Meal](#)
- [Life-sustaining Back-Packs](#)

To read a beneficiary story from:

[Daviess](#), [Hancock](#), [McLean](#), [Ohio](#), [Union](#) or [Webster](#) County.

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.

Update on where we are with the [campaign totals](#)

General Thank-You Letter from ECM *(Sent to all Staff as their pledge forms are submitted)*

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 e-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 from ECM *(Sent the day before the campaign ends to all staff)*

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 dollar you donate — helps one more child or family thrive right here where we live. [Family Solutions](#); [Saving Lives](#)

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" from ECM *(Sent to all staff 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](#) [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 all staff 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](#) [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.