**SAMPLE EMAILS**

**Sample Email for Your Top Leadership to Send to All Employees**

At \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company name), we believe in making a difference in our community. This means giving of ourselves to improve everyone’s quality of life. We have that opportunity right now through our annual United Way fundraising campaign.

As you consider contributing this year, I invite you to learn more about the work that United Way of the Coastal Empire does in our community. United Way brings our community together to provide a social safety net for those most vulnerable and a path towards upward mobility for all. United Way invests in local programs in Chatham, Effingham, Bryan and Liberty Counties that provide these building blocks for everyone to have a good life.

Our workplace campaign is led by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (United Way champion’s name) and will be held \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (dates of your campaign). Contributing is a personal decision, but I want all of you to know how important United Way is to \_\_\_\_\_\_\_\_\_\_\_\_\_ (company name) and our community.

Thanks to the generous Jenkins Trust and other income, most of United Way of the Coastal Empire’s administrative costs are covered, and your contributions go directly to help people in need. By partnering with United Way, our donations will be combined with others, giving us the power to improve lives in our community. Remember, the person you are helping with your gift to United Way could be standing right beside you. Thank you for your commitment to making our community a better place in which to live and work.

**Sample Email to Send to Your Coworkers**

Hi team,

I am proud to work with you at \_\_\_\_\_\_ \_\_\_(name of business) because we provide a reliable and caring service, and we care about our community. While we work every day to provide the best service, I am writing today to invite you to join me in helping strengthen our community with participation in United Way’s campaign.

If you don’t know much about United Way of the Coastal Empire, here are some reasons why I choose to support them:

* They are reliable stewards with donations. They give grants to 54 local high performing nonprofit agencies in our 4-county region (Bryan, Chatham, Effingham and Liberty counties)
* They have the infrastructure to serve our community when they are most in need. Last year, because of donations to the Community Fund, they impacted 207,948 lives in our community. We may even have people on our team who were helped in one way or another. The programs they fund cover needs like childcare, senior support, food insecurity, job training, emergency services, and much more!
* United Way’s mission is to improve lives. They put that mission into action by providing a safety net for those most vulnerable and a path towards upward mobility for wall.

Over the next week or so, you will receive more details from\_\_\_\_\_\_\_\_\_\_\_\_(whichever team member is leading) about how you too can join in the effort to improve lives through our company campaign. Please plan to join the presentation.

Thank you for making \_\_\_\_\_ a wonderful place to work.

**Sample Email to Send to Your Coworkers**

The United Way of the Coastal Empire community-wide fundraising campaign is in full swing, and I have been asked to lead our efforts here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company name). Thanks again to everyone who participated last year to help us raise $\_\_\_\_\_ for our community. We are excited for another successful campaign! You will have the opportunity to learn more about the good work United Way is doing at our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (remote Zoom meeting, online campaign, etc.) on \_\_\_\_\_\_\_\_\_\_\_ (date & time). We look forward to your participation. If you have questions, feel free to contact me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(phone) or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(email). Thank you for your consideration and see you soon.

**Before the Campaign from Champion (ECM)**

Hi team,

It’s that time of year again, United Way Campaign season, and I am leading the effort for \_\_\_\_\_\_\_\_\_\_\_\_\_(Company Name). In the next \_\_\_\_\_(week/few days), watch out for a calendar invite from me for our campaign meeting. We will hear about United Way and what they have been doing over the past year in the community. Please plan to attend.

What is United Way? What do they do? Hear from their CEO and President Brynn Grant in this min video. <https://youtu.be/BaRZxHJxSp8>

See you soon!

**After the Presentation Email from Champion (ECM)**

Thanks for attending the meeting. Remember, just by attending, you can enter the [Prize Giveaway here](https://app.mobilecause.com/f/2vcn/n?vid=kzlii).

We have a company goal of \_\_\_\_\_% participation or $\_\_\_\_, can we count on you to help us achieve it? Every gift counts, and we appreciate you considering participating.

A few reminders:

* The Caring Club® is $3.50 per week or $182 per year and gives you discounts to places all over town including EnMarket, Waffle House, Critz, Curry Dry Cleaners, and Jalapeños.
* Our campaign wraps up \_\_\_\_\_(date), so please plan to participate by that day.
* United Way’s programs and services reached 46% of our Coastal Empire community last year. Imagine having that kind of impact and reach.

[Pledge today!](https://app.mobilecause.com/f/2vc7/n?vid=kzlk3)

**Reminder Email from Champion (ECM)**

Hello again,

We are getting close to our goal but need a little more help to achieve it! Can we count on you to support the United Way campaign? Be sure to put \_\_\_\_\_\_(company name) as your employer. Here is the giving link. [Pledge today!](https://app.mobilecause.com/f/2vc7/n?vid=kzlk3)

If you are choosing payroll deduction, the money will not start coming from your paycheck until January 2022.

By contributing to United Way, we are supporting our community’s social safety net and helping more people have a path towards upward mobility, allowing for future generations to thrive.

Thanks for considering to participate with us.

Kindly,

**After the campaign closes:**

**Thank You Email from United Way Champion or Top Leadership**

As you know, we recently completed our United Way campaign at [Company], and it was a great success, raising [total $ amount]. I’m proud to tell you that your donations will be matched by a company donation of \_\_\_\_\_, effectively adding strength your generosity.

Thank you for your participation! Contributions from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will make a positive impact in the lives of our neighbors. I appreciate your decision to give to United Way. I cannot think of a more worthwhile investment you can make.

**SAMPLE TEXT MESSAGES**

**Before the meeting:**

Hi, I’m leading the effort for our United Way Campaign this year. Please attend our meeting on \_\_\_\_\_. (Include zoom link or calendar info) Thanks!

Reminder: Tomorrow is our United Way Campaign meeting. Did you know United Way of the Coastal Empire was founded as the Community Chest during the Great Depression?

**After meeting:**

Thanks for attending the meeting – Sign up for the [Prize Giveaway here](https://app.mobilecause.com/f/2vcn/n?vid=kzlii). <https://biturl.top/vMzE3e>. Our internal campaign ends \_\_\_\_\_ ,so please have your pledges turned in by then. [Pledge today!](https://app.mobilecause.com/f/2vc7/n?vid=kzlk3)

Our goal is to have\_\_\_\_% of participation. Can we count on you to help us reach that? Right now, we are at \_\_\_%. [Pledge today!](https://app.mobilecause.com/f/2vc7/n?vid=kzlk3)

One more day to pledge! Please help us exceed our goal by participating. [Pledge today!](https://app.mobilecause.com/f/2vc7/n?vid=kzlk3)

Last chance! Commit to improving lives in our community by supporting United Way! [Pledge today!](https://app.mobilecause.com/f/2vc7/n?vid=kzlk3)

**After campaign closes:**

Thanks everyone for your participation in the United Way Campaign. With your help, we are able to make a lasting impact in people’s lives and we reached/exceeded our goal! Good luck in the prize drawing and be sure to let us know if you are a winner!