**SAMPLE EMAILS**

**Sample Email for Top Leadership to Send to All Employees**   
  
At (company name), we believe in making a difference in our community. One of the most significant ways we do this is through supporting United Way of the Coastal Empire’s annual fundraising campaign. United Way improves lives by supporting local nonprofit programs, providing direct assistance to individuals in need, and connecting volunteers to causes that strengthen our community.  
  
As you consider contributing this year, I personally invite you to learn more about the work that United Way of the Coastal Empire does locally. United Way brings our community together to provide both a social safety net for those most vulnerable and a path towards upward mobility for all. United Way invests in more than 80 local programs in Chatham, Effingham, Bryan, and Liberty counties that provide these building blocks to help everyone reach their full potential.  
  
Thanks to the generous Jenkins Trust and other income, most and sometimes all United Way of the Coastal Empire’s administrative costs are covered, so your contribution goes directly to help people in need. Last year, more than 200,000 or 44% of individuals in our region received some type of support through programs and services funded by the United Way Community Fund.   
  
Contributing to the campaign is a personal decision, but I sincerely hope that you will strongly consider a donation, as United Way is important both to (company name) and our community as a whole. Our workplace campaign will take place (dates of your company’s campaign) and will be led by (name of United Way champion). If you have any questions or need assistance with your contribution, please don’t hesitate to contact (him/her/them).  
  
Thank you for your commitment to making our community a better place to live and work.

**Sample Email to Send to Your Coworkers**It’s an honor and pleasure to work with you at (company name). We work hard, provide high-quality products and service, and we care about the community in which we live and work. Each year, we help improve lives throughout our region by supporting United Way of the Coastal Empire’s annual fundraising campaign. United Way improves lives by supporting local nonprofit programs, providing direct assistance to individuals in need, and connecting volunteers to causes that strengthen our community.  
  
If you’re unfamiliar with United Way and what they do, I’ve listed a few reasons why I personally choose to support them year after years:

* They are very reliable stewards with donations. They award grants to more than 50 local high performing nonprofit agencies in our region (Bryan, Chatham, Effingham and Liberty counties) who each complete a very rigorous application process in order to receive funds. Thanks to the generous Jenkins Trust and other income, nearly all United Way of the Coastal Empire’s administrative costs are covered, so your contribution goes directly to help people in need!
* United Way has the infrastructure to serve our community when they are most in need. Last year, because of donations to the Community Fund, they directly impacted more than 200,000 lives in our community. We may even have people on our team who were helped in one way or another. The programs they fund assist with 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 all.

You will soon receive more details from (name of United Way champion) about how you can join in the effort to improve lives through our company campaign. Please plan to join the presentation to learn more about this organization that positively impacts so many lives throughout our community.   
  
Thank you for your consideration and for making (company name) a wonderful place to work.

**Sample Email to Send to Your Coworkers** United Way of the Coastal Empire’s community-wide fundraising campaign is in full swing, and I am honored to be leading our company’s efforts to support this organization that improves lives throughout our community. Thank you once again to everyone who participated last year to help us raise $\_\_\_ \_. We are excited for another successful campaign and hope to increase our total this year.   
  
You will have the opportunity to learn more about the important work United Way is doing at our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (remote Zoom meeting, online campaign, etc.) on (date and time). If you have questions in the meantime, please feel free to contact me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(phone) or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(email).   
  
Thank you for your thoughtful consideration, and I look forward to seeing you soon! **Before the Campaign from Champion (ECM)**Are you prepared to join Team United? It’s almost time to make your contribution to our annual workplace campaign supporting United Way of the Coastal Empire. I am excited to be leading the effort for (company name), and I’ll soon be sending a calendar invite for our upcoming campaign meeting. We will hear updates from United Way about the impact that’s been made throughout the past year, so please plan to attend. Remember: everyone who views the presentation is eligible to win an array of prizes!  
  
If you’re unfamiliar with United Way and the work they do in our community, please take a moment to view this short video from their President and CEO Brynn Grant [here](https://youtu.be/BaRZxHJxSp8).   
  
Thank you for your continued support. See you soon!

**After the Presentation Email from Champion (ECM)**Thank you for attending our annual United Way meeting! Please remember to complete the prize drawing giveaway form [here](https://app.mobilecause.com/f/2vcn/n?vid=t4fp4).

(Company name) has a company goal of \_\_\_\_\_% participation or $\_\_ \_\_. Will you help us achieve this? Every dollar counts, and we sincerely appreciate your participation.

A few reminders:

* The Caring Club® is $3.50 per week or $182 per year and gives you discounts to dozens of businesses including Enmarket, Premier Bowl and Bistro, Apollo Pharmacy, Curry Dry Cleaners, Critz, and Jalapeños.
* Our campaign ends on \_\_\_ \_\_ (campaign end date), so please plan to complete your forms and/or make your contribution by that day.
* United Way’s programs and services reached 44% of individuals in the Coastal Empire last year. That’s almost 1 in every 2 people in our community!

Please make your [pledge here](https://app.mobilecause.com/f/2vc7/n?vid=t4fub) today!  
  
  
**Reminder Email from Champion (ECM)**  
  
Hello again,  
  
We are getting incredibly close to our company’s United Way goal but need a bit more assistance from the team to help us cross the finish line. Have you made your pledge?  
  
Kindly submit your forms at your earliest convenience or make your donation [online here](https://app.mobilecause.com/f/2vc7/n?vid=t4fub). Please be sure to list (company name) as your employer. If you are choosing to give through payroll deduction, the funds will not start coming out of your paycheck until January 2023.  
  
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.  
  
Thank you for your participation!  
  
  
**Thank You Email from United Way Champion or Top Leadership**

Thank you, Team United! Our recent United Way campaign was an enormous success thanks to you.  
 (company name) raised $ (fundraising amount) to help improve lives throughout our community. I’m also thrilled to share that your donations will be matched by a company contribution of $ (amount), effectively adding strength your generosity.

Thank you for your participation! I truly appreciate your decision to give to United Way. I cannot think of a more worthwhile investment you could make.

**SAMPLE TEXT MESSAGES**

**Before the meeting:**

* Hello! I’m excited to be leading our company’s efforts to support United Way of the Coastal Empire’s annual campaign this here. Please plan to attend our meeting on (date, time, location.) Thank you!
* Reminder: Tomorrow is our company’s United Way Campaign meeting. Please join us for United Way updates and your chance to win prizes!

**After meeting:**

* Thanks for attending the meeting! Don’t forget to complete the prize drawing giveaway form at <https://biturl.top/vMzE3e>. Our internal campaign ends on (date), so please have your pledges turned in by then. Pledge online at <https://app.mobilecause.com/f/2vc7/n?vid=t4fub>.
* So far, \_ \_\_\_% of our team has pledged to support United Way, but our goal is \_ \_\_\_% participation. Can we count on you to contribute and help us reach our goal? Pledge online at <https://app.mobilecause.com/f/2vc7/n?vid=t4fub>.
* Let’s go, Team United! One day left to make your pledge to help improve lives. Please help us exceed our goal by participating in this year’s campaign. Give now at <https://app.mobilecause.com/f/2vc7/n?vid=t4fub>.
* We can see the finish line! Today is the last day to commit to improving lives in our community by supporting United Way. Pledge today at <https://app.mobilecause.com/f/2vc7/n?vid=t4fub>.

**After campaign closes:**

* THANK YOU for your participation in this year’s United Way Campaign. With your help, we are able to make a lasting impact in the lives of our neighbors. This year, we reached/exceeded our goal! Good luck in the prize drawing and please be sure to let us know if you win.