



2021 Campaign Email Toolkit

Thank you so much for supporting United Way of the CSRA this year as an Executive Campaign Manager (ECM)! We know the extra effort, time and resources it takes to run a successful workplace campaign, so just know our staff and community is truly appreciative of you.

For your convenience, we've provided email templates to help draft your workplace communications for common campaign milestones. We suggest keeping your staff up-to-date about activities, monetary gifts, progress on volunteer hours, as well as ways your employees can get involved with United Way if they haven't already. A good way to encourage more employee engagement is to acknowledge those who have already given to your campaign by name. Ideally, these will be individuals who have gone above and beyond.

We don't want to go overboard with email communications, so we recommend sending only 5-6 emails throughout your campaign to keep employees up to date. Below is the email timeline you should consider, from introducing your campaign to thanking employees.

1. Introducing your United Way campaign
2. Campaign kickoff- first day
3. Thanking those who have donated so far
4. Impact of your gift
5. Last call for donations
6. Campaign wrap up and thank you

Additionally, consider sending an email if:

- Recapping a team-building experience, volunteer outing or agency tour
- If you reach or surpass your goal in giving or volunteerism

Additional Tips

Even though we're providing templates, please tailor your campaign communications to your workplace and its culture the best you can! We want your employees to feel moved and motivated, so try to keep the tone of your communications authentic and conversational as you communicate the impact of gifts made to United Way.



Send one week before campaign launch

Email #1: Introducing your United Way campaign

Subject: The best gift you can give today!

Good morning/afternoon,

I'm so excited to announce that we'll be officially kicking off our 2021 United Way campaign in just 1 week! As a United Way [CO-COORDINATOR/EXECUTIVE CAMPAIGN MANAGER], I will be emailing you periodically throughout our campaign to tell you how United Way of the CSRA helps local families and how YOU can help them build a stronger community.

United Way strategically partners with local businesses, nonprofits, schools, government entities, donors, and volunteers to help lift struggling families out of poverty through four focus areas: Childhood Success, Youth Success, Workplace Development and Access to Resources.

Did you know? **More than 265,000 local lives were impacted last year through your United Way.** Since last March, we:

- Launched the CSRA COVID-19 Emergency Response Fund in partnership with the Community Foundation for the CSRA which impacted over 121,000 households.
- Distributed over 400,000 pieces of personal protective equipment, allowing local nonprofits to keep their doors open and their staff and clients protected.
- Launched the Ride United Transportation Access Program in partnership with Lyft to address transportation gaps through free short-term reliable rides to work, school, medical appointments, community resource sites and more.
- Began an Emergency Rent and Utilities Assistance Program in partnership with Augusta-Richmond County to provide life-changing support to keep residents in their homes.

Starting [DATE HERE], you can join a passionate group of change makers simply by participating in [COMPANY NAME'S] United Way campaign.

There are so many ways to get involved this year that go above and beyond donations. So, stay tuned for some super fun special events and creative activities to help you flex your philanthropy among friends and colleagues.

United Way can only help our struggling neighbors with your help. So, whether you can give, volunteer your time to give back, or both, I invite you to join me in supporting our local United Way.

Together we will help our most vulnerable families and make the CSRA a better place for all.

[\[DONATION LINK\]](#)



Send on campaign kickoff day

Email #2: Campaign kickoff - first day

Subject: Help us raise (\$ amount) to support more than 265,000 of our neighbors

United Way of the CSRA improved the lives of more than 265,000 individuals living in the CSRA in 2020.

Because of supporters like us, United Way ensured more local families received the help and resources they needed to stay safely housed and fed, receive medical and mental health services , child care and much more.

That's why [COMPANY NAME] is proud to kick off our United Way campaign today. Like United Way, we believe that by working together, we can help address both the short- and long-term needs our community faces.

So how can you help? Give, become an advocate or volunteer your time and talents. Or better yet, all three!

Last year, [NUMBER OF EMPLOYEES] (COMPANY NAME) gave [\$ CAMPAIGN AMOUNT AND/OR VOLUNTEER HOURS]. That's amazing work! Not only did this make our entire company proud, but it also helped shape our community as a better place to live, work and raise our families.

Here's how we'll make this year even more successful:

- Make your pledge to United Way. Based on your giving level, donors are invited to join one of our affinity groups appropriate for their giving level. All giving groups offer volunteer opportunities, events and networking as part of meaningful year-round engagement.
- Come to a meeting to learn more about how we can make the biggest possible impact in the CSRA!
- Volunteer with your friends (email me for more information).

Join me in becoming a United Way supporter!

[CEO or CORPORATE LEADER NAME]



Send periodically when an employee pledges

Email #3: Thanking those who have donated so far

Subject: You're our hero! Thank you for helping United Way Lead Families Forward.

We know that making a pledge is no small thing! And we want to make sure you know how grateful we are that you took the first step toward helping local families get back on their feet and back to their lives.

It's because of caring people like you that United Way is able to help more people year over year right here in the CSRA.

I hope you're feeling inspired and that you'll decide to take your commitment even one step further by signing up to receive United Way emails. That way you'll get the latest updates and discover other ways you can get involved in our community!

[Sign up here to receive emails from United Way.](#)

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

Thank you,

[CORPORATE LEADER NAME]



Send mid-campaign

Email #4: Impact of your gift

Subject: Your gift makes our community safer and stronger

So, you want to know the impact of your gift to United Way of the CSRA? It's a common question [COMPANY NAME] employees ask and I'm here to answer it for you! You might just be surprised at how much an affordable weekly gift can accomplish for local families.

United Way of the CSRA strategically mobilizes local community resources to help solve complex social issues using the dollars YOU give. They bring together businesses, nonprofits, schools, government entities, donors and volunteers to create lasting change in our region.

Together with their passionate supporters, United Way of the CSRA ensures all children, young adults, and families have the tools and resources they need to achieve their maximum potential.

Last year alone, they ...

- Provided more than 27,700 hot meals to the homeless.
- Helped more than 23,000 residents gain access to critical healthcare services, including mental health services, and
- Helped over 8,000 youth achieve emotional and developmental milestones needed for success in the future.

So, as you can see, when you invest with United Way, you help move the needle on critical issues that impact local families each and every day. Your gift helps Lead Families Forward not only for today, but for next week, next year, and the next generation.

I give to United Way because I want to know that every dollar I give is making the biggest possible impact here in our community.

I hope you will consider joining me by giving at the level that's right for you.

Thank you,

[CORPORATE LEADER NAME]



Send the day before the campaign ends

Email #5: Last call for donations

Subject: Your last chance to give in 2021!

The timeline for our United Way campaign is nearing the end, but the need to help families throughout the CSRA still remains. We'd love for you to help us Lead Families Forward, because the problems our neighbors were facing before our community shut down last year won't just disappear. In fact, they're now even more present.

Already, [PARTICIPANT RATE] % of your friends and colleagues have added their name to the list of [COMPANY NAME] employees whose biggest goal is to create positive lasting change for families in our region.

I feel truly honored to work among a group of such incredible people who care enough to help local children, young adults, and families reach their maximum potential.

If you haven't already given, please make a pledge and invest today. If you have questions, ask me. If you want to know more, ask me! If you want to make a difference, give.

And thank you so much for everything you do to create a better tomorrow for every child, young adult and family right here in the CSRA.

Sincerely,

[CEO or CORPORATE LEADER NAME]

P.S. [Please remember to visit [\[DONATION LINK\]](#) to make your pledge online.]



Send after campaign concludes

Email #6: Campaign wrap up and thank you

Subject: We did it! Thank you for supporting our 2021 United Way Campaign!

Words cannot express how proud I feel! Please join me in celebrating the incredibly successful [COMPANY NAME] campaign. It truly takes all of us to create lasting change in our community and today I'm so appreciative that those I work with came together to support local families in need.

So, without further ado, I'm so proud to report:

- [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.

This just goes to show that together, we can accomplish more than any single group can on its own. On behalf of the thousands of families, neighbors, and friends across the CSRA, thank you. It's because of caring people like you that children will be more prepared to graduate from school and families can be that much closer to achieving their education, financial, and health goals.

Sincerely,

[CORPORATE LEADER NAME]

P.S. Whether or not you were able to support the campaign, please remember that you can [sign up to receive emails from United Way of the CSRA](#).

It's a great way to learn about the needs and opportunities throughout our community all year long.