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PRE-KICKOFF CAMPAIGN

Synopsis: Generate excitement about the upcoming campaign by letting employees know it's launching soon. Give your coworkers a preview of what's to come and build excitement.

Recommended send time: A week before your company's United Way campaign start date

From: [company's ECC]

To: [company name] employees

Subject: Are you ready for this year's United Way campaign?

Hi [employee first name],

Our company's United Way campaign kicks off soon, and we are so excited! With nearly a century of helping people, United Way of Central Illinois' roots are woven into our community.

United Way brings together our community's problem solvers to work on our community's most pressing issues.

We'll be kicking off our campaign on [date, time] with [name of event]. Join us to learn more about United Way's impact in our community while having fun with your coworkers.

We hope you join us this year in helping our neighbors live their best possible lives!

Thanks,

[ECC signature]

CEO ENDORSEMENT EMAIL

Synopsis: Generate excitement about the upcoming campaign by letting employees know it's launching soon and top leadership support the efforts.

Recommended send time: 1-3 days before your company's United Way campaign start date

From: CEO

To: [company name] employees

Subject: Fwd: Are you ready for this year's United Way campaign?

Hi there,

I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2018 [WORKPLACE GIVING CAMPAIGN NAME].

The critical work of [LUW] in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

I'm immensely proud of this group of people for supporting such a great cause, and I'm excited to see what we accomplish together.

Thanks so much for being part of this — read on for more details!

[SIGNATURE]

KICKOFF EMAIL #1

Synopsis: Announce the start of your campaign, share your company's fundraising goal, and ask your employees to show their support.

Recommended send time: Start of your campaign

From: [company's ECC]

To: [company name] employees

Subject: One, two, three ... kick off! Join us, [employee first name]

Hi [employee first name],

Today kicks off our 2019 United Way campaign to help local people live their best possible lives. Thanks to your support, United Way of Central Illinois strengthens our entire community and positions us for a better tomorrow.

See how United Way helps local people every day. [link to 2019 campaign video]

This year, we hope to have our biggest impact yet, and our goal is [insert \$ campaign goal]. Your support to United Way allows local people to receive job training, senior care, financial literacy, early childhood education, and much more.

Best yet, because of the support of local companies underwriting United Way's administrative and fundraising expenses, 100% of every dollar you donate goes directly to program services and 100% of every directed gift to another charity goes directly to them.

Help your community and make a gift to United Way, today! Stay tuned for upcoming events and volunteer opportunities.

Thank you for being a game changer in our community, [employee first name].

[ECC signature]

KICKOFF EMAIL #2

Synopsis: Focus on community wide incentives in your company's United Way campaign. Continue to build excitement throughout your coworkers.

Recommended send time: 1-3 business days after Kickoff Email #1

From: [company's ECC]

To: [company name] employees

Subject: We need YOUR support

Hi [employee first name],

Thank you to all who joined us at our United Way campaign kickoff!

Couldn't make it to the kickoff event? Check out how United Way helps local people. [link to video]

We are excited to see what our company's campaign goal can do for our community! Whether you're interested in ending homelessness, making sure more youth succeed in school, or making our community healthier, United Way is your chance to be a part of the solution.

That's what this year's United Way workplace campaign is all about, and I hope you'll join your coworkers here at [Company name] in making life-changing moments happen right here in our community.

As a reminder [Company Name] has some great incentives for participating in the campaign this year, including: [Incentives].

In addition, United Way is able to offer three incentives this year, including one for all our employees, regardless of whether you make a donation. You can check them out here: [insert link or attachment]

Keep checking your email for updates about volunteer projects and other fun events we'll host and remember to turn in your pledge form.

Thank you for supporting United Way, [employee first name].

[ECC signature]

CHECK-IN EMAIL #1

Synopsis: Check in with employees halfway through your United Way campaign. Remind employees there's still time left to support your company's goal.

Recommended send time: Halfway through campaign

From: [company's ECC]

To: [company name] employees

Subject: Let's strengthen our community, together

Hi [employee first name],

We've made great progress on our company's United Way campaign goal. In fact, we are [insert x%] of the way to our goal. But we need your help.

There is still time for you to make an impact in your community. Because of your generosity, you help United Way and its local partners continue to strengthen and support our area.

Make your pledge today to build a stronger, healthier region; and remember that 100% of your donation goes directly program services.

Already made your gift to United Way? Thank you for your continued support and devotion to your neighbors.

We're almost to the finish line, [employee first name]. Help us cross it!

[ECC signature]

CHECK-IN EMAIL #2

Synopsis: Keep your campaign's momentum going with a final reminder to make a gift. Encourage last minute support; every gift counts!

Recommended send time: Last day for gifts

From: [company's ECC]

To: [company name] employees

Subject: Don't miss your chance to make an impact

Hi [employee first name],

It's the last day of our United Way campaign! This year, we came together in a BIG way to help our community. Let's keep this amazing momentum going.

Every gift counts. Join your coworkers and make your gift by the end of the day.

Thank you for your continued support, [employee first name].

[ECC signature]

THANK-YOU EMAIL

Synopsis: Thank donors and share how their impact helps the community. Make your coworkers feel proud of all they accomplished.

Recommended sent time: Day after campaign ends

From: [company's ECC]

To: [company name] employees

Subject: We couldn't have done it without you, [employee first name]

Hi [employee first name],

What a great year! Thanks to all of your support, we raised more than [insert \$ amount raised] for this year's United Way Campaign.

This would not have been possible without your generosity and support. Thank you for your participation and taking the time to learn about United Way and its importance in our community.

Forgot to turn in your pledge card? It's not too late! Drop your pledge card off [insert ECC info].

Once again, thank you, [employee first name], for joining with us to help our community.

[ECC signature]

CEO THANK YOU EMAIL

Synopsis: Thank employees in a special way with a message from the CEO or other leadership members.

Recommended send time: 1-2 business days after campaign ends

From: [company CEO or leadership member]

To: [company name] employees

Subject: Thank you, [employee first name]

Hi [employee first name],

Every year I'm amazed at the generosity and dedication of [company name] employees.

This year, we rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community.

I'm so proud of all of you here at [COMPANY] who stepped up to help make our community a better place.

Thank you again for being such compassionate, caring people — and for all your hard work.

Sincerely,

[CEO signature]

Follow Up Email

Synopsis: Thank donors and share Moment Makers incentive. Make your coworkers feel proud of all they accomplished.

Recommended sent time: 1 Week after campaign ends

From: [company's ECC]

To: [company name] employees

Subject: Make your Moment and win a \$100 gift card, [employee first name]

Hi [employee first name],

We all have the potential to make the world a better place, but we're also all unique individuals, with different interests, strengths, and talents. Taking the first step to seize the moment in learning how your strengths can lead to powerful moments for you and your community.

As part of this year's United Way Campaign, all of our employees are eligible, regardless of donation, to win one of three \$100 gift cards from local retailers. All you need to do is take a moment to complete United Way's Make Your Moments Quiz prior to November 15, 2019.

United Way of Central Illinois will draw the winners on November 22, just in time for the holidays. Take the quiz at <http://bit.ly/UWmoments> or www.unitedtoact.org/uwcil/quiz.

Once again, thank you, [employee first name], for joining with us to help our community.

[ECC signature]

P.S. Forgot to turn in your pledge card? It's not too late! Drop your pledge card off [insert ECC info].

SAMPLE LETTERS

LEADERSHIP DONOR SOLICITATION

Sender: CEO or Leadership Giving Chair
Subject: Feel like taking it one step further?

Dear [NAME],

As our 2019 United Way campaign gets under way, I'm reaching out to the most generous and caring individuals I know to ask if they'll go above and beyond for our community. By making a leadership gift of \$500 or more to United Way of Central Illinois, you can join me in becoming the ultimate game changer and active part of the solution.

I give to United Way because I know my gift supports programs that make a positive impact on the lives of our neighbors and on our community. Trained volunteers make sure every United Way of Central Illinois program is well-run, efficient and, most importantly, gets results.

Consider what your leadership gift can do:

- **\$10 a week** (\$500 gift) will provide 240 new books to preschoolers in our community
- **\$20 a week** (\$1,000 gift) will provide 7 weeks of summer learning for 1 child
- **\$49 a week** (\$2,500 gift) will connect forty senior to health resources in our community
- **\$97 a week** (\$5,000 gift) will provide 7 nights of safe shelter to 20 individuals
- **\$192 per week** (\$10,000 gift) will provide 2,304 meals to individuals in need

Your support of United Way of Central Illinois not only helps shape the future of our community, it sets an example of generosity and commitment for others to follow.

I hope you will join me in supporting this worthwhile organization as a leadership donor!

Sincerely,
[SIGNATURE]

LEADERSHIP DONOR THANK YOU

Sender: CEO or Leadership Giving Chair
Subject: I'm so grateful!

Dear [NAME],

Thank you for your generous support of our 2019 United Way Campaign. Your leadership contribution helped [COMPANY NAME] raise \$[DOLLARS] this year, and demonstrates your commitment to helping make a lasting difference in our community.

Leadership donors — like you! — create opportunities for the families, children, neighbors, and friends in in our area. Your generosity not only makes it possible for United Way and its partners to impact countless lives each year, but also sets a powerful example for others to follow.

Thank you for your generosity and community spirit. I'm honored to stand beside you!

[SIGNATURE]

SAMPLE RETIREE LETTER (BE SURE TO PRINT IN LARGER TYPE.)

Dear Retiree,

You and [COMPANY NAME] retirees continue to be an important part of our organization. We value you for your past achievements and continued loyalty. As a retired employee, I would like to invite you to join us at the kickoff *(in supporting)* [COMPANY NAME] 2019 United Way campaign, which will take place from [DATE TO DATE] this year.

Through United Way of Central Illinois, we have an opportunity to help our friends, neighbors, family and even our former co-workers by ensuring that our community remains strong and healthy. Your past support has helped children and youth achieve potential, assisted families in gaining financial independence, promoted health and provided for the basic needs of those in crisis.

Although your life circumstances have changed, your caring nature and our appreciation of your service have not. Even if your to continue your gift to United Way, we want you to continue to be a part of our [COMPANY NAME] campaign.

There are many ways to continue your support of United Way and our local organizations, including the ability to set up a small monthly gift through the convenience of an electronic transfer from checking, charitable IRA distribution or quarterly billing. Even the smallest gifts add up to huge wins for our community; and just as when you were working, every dollar of your gift goes directly to local programs tackling our community's greatest needs.

Thank you for making our community stronger through your support. Keeping our community healthy for us and for future generations is our shared goal.

Sincerely,

(enclose pledge form)