

SAMPLE E-MAILS

These sample emails are available to use as-is or tailored for your needs to help generate excitement, provide updates and share information during your United Way of Payne County campaign.

Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

PRE-CAMPAIGN EMAILS

PRE-KICKOFF

Purpose: Generate excitement about the campaign by notifying employees of the kickoff

Recommended send time: 2 weeks prior to campaign kickoff

From: [company Employee Campaign Coordinator (ECC)]
To: [employees]
Subject: Get ready for this year's United Way campaign

Hi team,

As a company (and a people) we like to help our community. One of the ways we do that is through our United Way campaign. While the method has looked different over these last couple of years, the purpose remains the same: coming together to help by giving to the United Way of Payne County.

With 70+ years of uniting people and resources, the United Way focuses your giving on these three building blocks to a better quality of life: expanding education, improving health & safety and reducing poverty. To help strengthen our community, United Way calls on companies like us to step up and help make a change. We hope you can join us to make Payne County a better place to work, live and THRIVE!

Stay tuned for more info about our United Way campaign.

Thank you,

[ECC]

KICKOFF PRESENTATION

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event.

Recommended send time: 3 days before campaign kickoff

From: [company ECC]
To: [employees]
Subject: Three, two, one... kickoff. Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way campaign on [date, time] with [event].

Join us to hear more about the United Way of Payne County and how you can improve lives and strengthen our community. [meeting details]

See you then!

[ECC]

ACTIVE CAMPAIGN EMAILS

AFTER KICKOFF - PLEDGE OR DONATE

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal

Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]
To: [employees]
Subject: Make YOUR impact

This year, we are aiming to do everything we can for the community. Our United Way fundraising goal is [insert dollar amount]! Your United Way of Payne County support helps local people receive job training, senior care, financial literacy, childhood mentoring, and so much more. Please donate or pledge here: [insert your Online Pledge Form link, contact United Way to create your form]

The easiest way to pledge is through a payroll deduction. Your gift of just \$5, \$10 or \$25 a month, combined with hundreds of other givers, makes a huge impact.

[include donation incentives/fundraiser info and the date for the last day of the campaign]

We encourage you to help as much as possible. Make your impact with a gift to United Way of Payne County today. Stay tuned for upcoming events and volunteer opportunities.

[Leadership team member]