**United Way Campaign Email Templates**

Below are email templates you can use to help communicate to employees about your United Way Campaign. Choose to use messaging that matches your businesses’ philanthropic goals and company values.

Download any of the images included below to add your logo or customize to your campaign, here: <https://www.uwofsc.org/get-involved/give/campaign-toolkit/>

Reach out to UWSC Staff for any assistance by emailing info@uwofsc.org.

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**Email 1 | United Way Campaign Kickoff Announcement (2 weeks prior to your campaign)**

Mark your Calendars!

Each year [Company Name] supports United Way of Sheboygan County by raising funds to improve lives and community conditions in measurable, lasting ways.

Mark your calendars for the following events and due dates!

* **[DATE] Campaign Kickoff** | [NAME OF CEO] invites you to join us at [LOCATION (virtual or in-person)] to kickoff this year’s United Way Campaign! [Add any other fun details or agenda for the kickoff here]
* **[DATE] Lunch & Learn** | Join us at [LOCATION (virtual or in-person)] to learn more about where your donation goes when you give to United Way!
* **[DATE] Campaign Pledge Forms Due** | Complete your pledge form (online or via paper) to [CONTACT PERSON] by [DATE] for your chance to win [add any giving thank you incentives here].

Last year, employees raised [Dollar Amount] and [Company Name] matched your contribution, totaling [TOTAL DONATION AMOUNT]. Together with donors from around the county, our contributions supported over 30,000 households in Sheboygan County last year alone.

No individual or organization can solve our community’s problems alone. Help us put ***Hope In Action***!

See you at the kickoff!

PS – for questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 2 | United Way Campaign Kickoff Reminder (2 days prior to your kickoff)**

We are just a few days away from our United Way Campaign Kickoff!

Last year, thanks to your gift was working hard to help more than 30,000 individuals and families through local programs and services invested in by United Way.

Reminder, here are the ways you can get involved in giving back this year:

* Attend our Kickoff event [Add kickoff information, such as date, time, location and agenda]
* Attend our Lunch & Learn [Add event information]
* And of course, Make a Gift [Add pledge form information here]

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 3 | Our United Way Campaign has started!**

[Insert picture from kickoff]

Our United Way Campaign has begun!

Today, a third of the population in Sheboygan County is living paycheck to paycheck or under the poverty level. You can be a part of the solution.

Complete the attached pledge form and turn it into [CONTACT] by [DATE] to make a difference. You can also turn in a pledge online by following this link: [ePledge Link] *\*Note, payroll deductions start [DATE].*

As a thank you, for turning in your completed pledge form (paper or online) – all employees will be entered in a drawing to win [INCENTIVE].

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 4 | Our Campaign Continues…**

*Did you know?*

**Last year, 71% of youth and teens increased their interest in educational activities, academic achievement, and spent more time studying through programing at Boys & Girls Clubs in Sheboygan County.**

Education is one of the three pillars to a successful live and Boys & Girls Clubs programs are just 2 of the 15 programs United Way invests in this category. United Way of Sheboygan County unites to make a difference in the lives of children, whom are the future of this community.

[Insert picture of employee turning in their form]

[NAME OF EMPLOYEE] gives to support education. Join them by making a gift to United Way of Sheboygan County today.

Or

Attached you will find the full listing of 2022-23 Investments in the Education pillar. Supporting education empowers learners of all ages to gain the confidence they need to learn and advance their quality of life. [Attach this PDF: EDUCATION]

**Reminder:** Make sure you complete your pledge form (paper or online) and turn it into [CONTACT] by [DATE] to make a difference. \*Note, payroll deductions start [DATE].

As a thank you, for turning in your completed pledge form – all employees will be entered in a drawing to win [INCENTIVE].

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 5 | Our Campaign Continues…**

*Did you know?*

**Last year, 8,388 therapy sessions were provided through United Way’s Providing Access To Health (PATH) program.**

United Way of Sheboygan County invests in 19 programs focused on increasing access to mental health services, healthy/affordable food, shelter and accessible healthcare support.

[Insert picture of employee turning in their form]

[NAME OF EMPLOYEE] gives to support health. Join them by making a gift to United Way of Sheboygan County today.

Or

Attached you will find the full listing of 2022-23 Investments in the Health pillar. When it comes to a person’s health and wellbeing, there is no “one size fits all” program, and United Way is proud to invest in programs that meet each unique individual need. [Attach this PDF: HEALTH]

**Reminder:** Make sure you complete your pledge form (paper or online) and turn it into [CONTACT] by [DATE] to make a difference. \*Note, payroll deductions start [DATE].

As a thank you, for turning in your completed pledge form – all employees will be entered in a drawing to win [INCENTIVE].

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 6 | Our Campaign Continues…**

*Did you know?*

**Last year, 80% of clients who participated in budget/credit counseling identified a significant reduction of financial stress, which improved workplace production, family relationships and mental/physical health.**

As the third pillar to success, United Way invests in 6 programs that focus on financial stability and go beyond a ‘hand-out.’

[Insert picture of employee turning in their form]

[NAME OF EMPLOYEE] gives to support financial stability for all. Join them by making a gift to United Way of Sheboygan County today.

Or

Attached you will find the full listing of 2022-23 Investments in the Financial Stability pillar. Financially empowered families and individuals have access to improve their socioeconomic status which effects their children and our local economy. [Attach this PDF: FINANCIAL STABILITY]

**Reminder:** Make sure you complete your pledge form (paper or online) and turn it into [CONTACT] by [DATE] to make a difference. \*Note, payroll deductions start [DATE].

As a thank you, for turning in your completed pledge form – all employees will be entered in a drawing to win [INCENTIVE].

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 7 | Lunch and Learn Invite**

*Did you know?*

**United Way of Sheboygan County puts HOPE IN ACTION by investing in:**

* **local programs under the pillars of education, health, and financial stability,**
* **three community impact initiatives,**
* **and other community programing, such as the 2-1-1 Resource Center.**

Join us on [DATE] to hear more about how your dollars are hard at work when you make a gift to United Way.

Sign up for the Lunch and Learn [HERE]. For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 8 | Emerging Leaders**

*Did you know?*

United Way of Sheboygan County recently launched and Emerging Leaders program and you can be a part of the program too!

 Hear more about the program directly from the Emerging Leaders: [INSERT VIDEO OR LINK].

Benefits include:

* Ability to connect with other philanthropic people in the community
* Knowing you are making a difference in the lives of others

See attached document for more details about this giving group! [Attach this doc: EMERGING LEADERS]

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 9 | Board Insights**

*Did you know?*

United Way of Sheboygan County is a local, autonomous organization governed by a volunteer Board of Directors.

Policies, activities, procedures, and programs we support are determined right here at home. The community volunteers who lead United Way come from all walks of life and reflect the cultural diversity of our area.

The Board of Directors has a unique perspective on the work of United Way as they guide the direction of the organization. Hear their insights here: [INSERT VIDEO OR LINK].

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.



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**Email 10 | Final Campaign Reminder**

Today is your last day to participate in [COMPANY]’s United Way Campaign.

Join the XXX employees that have already pledged to make a difference locally. Any amount makes a difference.

* **$5** helps a homeless family do their laundry, so they can have clean clothing
* **$25** provides a monthly bus pass to an individual, so they can get to necessary appointments
* **$100** provides an eye exam for a community member, so they can continue to have independance
* **$250** provides one child a nourishing snack or meal all summer long

**Complete your pledge form and turn it into [CONTACT] by the end of today to make a difference for someone in need.**

All employees that participate in our 2022-23 United Way Campaign are entered in a drawing to win [INCENTIVE(s)].

For questions, please reach out to [CONTACT].

Signed by your CEO or Department Manager.

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**Email 11 | CELEBRATION EMAIL**

Today we celebrate the caring power we have together at [company].

Our campaign in numbers….

* XXX employees made a pledge.
* XXX participated in the United Way Campaign Kickoff.
* XXX participated in the United Way Lunch & Learn.
* XX% employees participation in the United Way Campaign.
* $XXX pledged by employees.

We know that these are more than just numbers. These numbers amount to more families and individuals receiving the support they need to thrive.

United, we are putting HOPE IN ACTION by helping our neighbors, loved ones, and friends rise from the hardships brought on by these difficult times.

**As a thank you****, [Company Name] is matching your contribution dollar for dollar.** This means the impact your gift had is now worth double.

Giving to United Way means you recognize that when everyone has access to quality education, health, and financial stability – then we all win.

Don’t think we forgot the incentives! Here is/are the winner/s of our giving drawing:

[Include list or images of winner(s)]

Thank you for being a part of the solution.

Signed by your CEO or Department Manager.

