

SAMPLE COMMUNICATIONS

Sharing United Way's message just got easier! These emails can be used as is, or adjusted to fit your needs.

KICKOFF MESSAGE FROM ECC

Subject: Together, we are United in Purpose

Every day, United Way of Clark, Champaign & Madison Counties brings people together to support communities where everyone can access quality education, build economic mobility and live a healthy life. Our work is powered by people, and local businesses like **[company name]** that are committed to supporting the strength, vitality and resilience of our community.

United in Purpose is a call to purposeful action. To be United in Purpose is to recognize and amplify our power to make a meaningful difference in the community where we work and live. It's not just a one-time gift to a single issue that will resolve quickly, but a call to collaborate on the complex issues our community faces.

We only succeed when we collaborate and become United in Purpose with people like you who care about our community and collaborate with others to advance programs that meet urgent needs today while building strength for tomorrow.

Through our contributions, we can make sure help is there for families, co-workers and friends. Please join me in supporting United Way and our community in this year's **[Company Name]** workplace campaign.

Thank you,
[CEO or Employer Coordinator Name]

THANK YOU MESSAGE

Subject: Thank You for Building Our Community!

I am writing to express my sincere gratitude for your participation in our United Way of Clark, Champaign & Madison Counties Campaign.

I am thrilled to report that our company raised a total of **[\$dollars pledged]**. This is an incredible accomplishment, and it is a testament to the generosity of our employees.

[Company name] employees gave at a rate of **[participation rate%]**. This means that **[number of donors]** of our employees donated.

I am so proud of the work that we have done together. Your support will help to make a real difference in the lives of families, children, neighbors and friends. Thank you again for your generosity. I am grateful for your support of our community-building efforts.

Sincerely,
[CEO'S NAME]

MESSAGE OF SUPPORT FROM CEO

Subject: When we are United, we can do More!

Our community is facing a number of challenges, including homelessness, food insecurity and others that United Way addresses through agency allocations. Tough times call for strong action, so let's dig deep and collaborate with others to make a difference in a spirit of collaboration.

I'm excited to invite you to help improve the health, education and economic mobility of every person in our community by becoming United in Purpose. This is more than a campaign – it is a call to action for us at **[company name]** to come together with thoughtful intention to support local solutions in the communities where we live and work.

We're counting on generous people like you and your teammates to help improve the lives of people in our community.

Sincerely,
[CEO'S NAME]

MESSAGE OF SUPPORT FROM ECC

Subject: For the Price of Two Lattes a month...

"What difference does my contribution make?" This is one of the most common questions employees ask about United Way.

You might be surprised at how much an affordable weekly gift can accomplish when it's invested in the most effective and efficient programs in our community.

* **\$1.00 a week:** For the price of a pack of gum, you could provide 2 meals to a neighbor in need from Second Harvest Food Bank of Clark, Champaign and Logan Counties.

* **\$5.00 a week:** A stop at your local coffee shop could also provide a ride to treatment for someone through the Cancer Association of Champaign County.

* **\$10.00 a week:** The cost of a car wash could also provide a senior with two meals delivered from LifeCare Alliance's Meals on Wheels.

As you can see, even a small investment through United Way of Clark, Champaign & Madison Counties goes a long way toward giving individuals and families a hand up. I hope you'll join me in giving at a level that's right for you.

Thank you,
[ECC'S NAME]



United Way of Clark,
Champaign & Madison Counties

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