

SAMPLE COMMUNICATIONS

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

KICKOFF MESSAGE FROM ECC

Subject: We need your help to THRIVE UNITED as a community!

Our annual United Way Campaign is about to kick off! I am so excited about the opportunity we have to help improve the community where we live and work. I believe it is our responsibility to help where we can. Giving to United Way is the best way to help the most people in need in our community! I hope I can count on you this year to join me and LIVE UNITED.

If you've supported the campaign in the past, you know that it's an easy way to give to our community. Watch for information coming soon about all the upcoming campaign activities, events and your opportunities to learn more about what it means to support United Way in our community and how your gift to them will make a difference in the lives of individuals and families who are struggling every day. It takes an entire community to make a difference and we need you.

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!

At the start of the campaign, we asked you to believe there is good in our community, and more than that, to BE the good.

You did it!

We are so appreciative of everything you all accomplished in the last [XXX] weeks! From the kick-off event to the last pledge turned in, we have seen so much support for this United Way Campaign. We are proud of everyone who made a difference for someone in need.

Thank you so much for making this campaign such a fun success! Thousands of lives will be touched through your support.

Sincerely,
{CEO'S NAME}

MESSAGE OF SUPPORT FROM CEO

Subject: We need your help!

At [Company Name], we are deeply committed to improving the quality of life for people in our community.

That is why we participate in the United Way of Clark, Champaign & Madison Counties annual campaign. It is one of the ways we create real change, help others, and strengthen our entire community.

When we – as individuals and an organization – support this campaign, things get better. Young people have access to education. Families become more financially stable. Seniors get the support they need to lead happy, healthy lives.

Your support makes a difference, and it is vitally important. I hope you take the opportunity to be a part of LIVING UNITED.

Sincerely,
{CEO'S NAME}

MESSAGE OF SUPPORT FROM CEO

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 100 pounds of food to Second Harvest Food Bank of Clark, Champaign & 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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