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**WORKPLACE GIVING CAMPAIGN EMAIL SAMPLES**

We’ve provided email templates for common campaign milestones but also suggest you keep your staff up-to-date about activities, progress on volunteer hours, monetary contributions, etc., and ways employees can engage if they haven’t already. It’s especially useful if you thank those who have already given, ideally calling out by name those volunteers or donors who’ve gone above and beyond in their commitment.

Three to four of these reminder emails will suffice so employees aren’t overburdened with multiple email communications.

Here are some of the occasions you might consider sending a reminder email:

* In the beginning and midpoints of the campaign
* Recapping an employee team-building experience, volunteer outing or service provider tour
* If you reach or surpass a goal in giving or volunteerism

Here are the sample emails:

* Employee Campaign Coordinator introduction
* Campaign Preview
* Campaign Kickoff
* The Impact of Your Gift
* General Thank You
* “Last Call” Email
* End-of-Campaign “thank you”

**Employee Campaign Coordinator Introduction**

**(Send two weeks before campaign launch)**

Subject Line: **Live \*nited (We need U!)**

I am so excited to be leading this year's United Way campaign for [COMPANY NAME]. We will be kicking things off on [date/time]and our campaign will wrap up on [date].

We had a great campaign last year and raised <<last year's results>>. This year, I think we can do even better —but not without your help. I hope you will join me in giving this year. Our community thrives when children succeed in school, when families are financially stable, and when people live healthy lives. Our investment in United Way makes all this possible.

It takes a community to make a difference and we need you to be a part of it. We will be hosting a [campaign kickoff/special event/UW speaker] on [date/time]. I hope you will be there. Let’s Unite in Purpose!

In the meantime, visit the United Way of Yellowstone County website (<https://www.unitedwayyellowstone.org>) to learn more about the work we’ll be supporting in the community.

**Campaign Preview**

**(Send one week before campaign launch)**

Subject Line: **Together, we are United in Purpose**

If you’re the kind of person who wants to create lasting change in our community, we have just the opportunity for you.

Starting (date here), you can join the doers and change-makers who Live United by participating in [COMPANY NAME’S] Annual Giving Workplace Campaign for United Way of Yellowstone County.

Every day, United Way Yellowstone County brings people together to support communities where everyone can access a 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.

From volunteering to advocacy, there are many ways to get involved beyond donations. We’ve got some special events and activities in mind to help you flex your philanthropy among friends and colleagues.

In the meantime, visit the United Way of Yellowstone County website (<https://www.unitedwayyellowstone.org>) to learn more about the work we’ll be supporting in the community. We’ll be in touch again on campaign kickoff day!

**Campaign Kickoff (All Staff)**

Subject Line: **Our United Way Campaign Starts Today!**

(COMPANY NAME) is proud to kick off our Annual United Way Workplace Giving Campaign today. Like United Way, we believe that by working together, we can strengthen education, income, and health in our community to create positive, long-term change.

We only succeed when we collaborate and become United in Purpose with people like you who care about Yellowstone County and collaborate with others to advance programs that meet urgent needs today while building strength for tomorrow. For example, last year, United Way of Yellowstone County ensured more students graduated ready to succeed, more families achieved financial stability, and more residents led healthy, productive lives.

How can you help? Give, advocate or volunteer. Or better yet, all three.

Last year, (COMPANY NAME) employees gave [$ CAMPAIGN AMOUNT and/or Volunteer Hours], which not only made the whole company proud but also made our communities a better place to live, work and raise our families. Here’s how to make this year even more successful:

* Make your pledge to United Way. Donors are invited to join a United Way giving society that corresponds with their giving level. All giving societies offer volunteer opportunities, events, and networking as part of meaningful year-round engagement.
* Learn more about how we can Live United to make the biggest possible difference.
* Volunteer with your colleagues— email me for more information —or sign up for virtual/remote volunteer opportunities through <https://www.unitedwayyellowstone.org/volunteer>.

Thank you for joining [company name] in our support of United Way of Yellowstone County.

[CEO or CORPORATE LEADER NAME]

**The Impact of Your Gift**

Subject line: **The impact of your gift? More than you expect.**

One of the most common questions [COMPANY NAME] employees ask about United Way is what impact their gifts make. You might be surprised at how much an affordable weekly gift can accomplish.

United Way leverages the power of unity to make the most of every dollar you give. Every day, United Way Yellowstone County brings people together to support communities where everyone can access a quality education, build economic mobility, and live a healthy life. Together with passionate supporters like [COMPANY NAME] United Way creates opportunities for Yellowstone County.

United Way is a good investment in our community, with 90% of every dollar going to programmatic endeavors. When you invest with United Way, you strengthen the building blocks of opportunity—education, income, and health—that every person and community need to thrive.

I give to United Way because I want to know that every dollar I give is making the biggest possible impact here in our community. In addition, United Way is multiplies our donations to give back to the community 3.5 times more.

I hope you will join me and Live United by giving at the level that’s right for you.

Thank you,
[CORPORATE LEADER NAME]

**General Thank-You Letter**

Subject: **Thank you for Uniting in Purpose to support United Way!**
If you’re feeling proud, you should be! Making a pledge or a one-time gift like you did is no small thing—it demonstrates that you care to take action toward creating a better community. You’ve joined the ranks of those who Live United and we are grateful for your commitment. THANK YOU! You are part of the reason United Way of Yellowstone County creates lasting change for our neighbors and our community.

There are some wonderful opportunities to volunteer and/or participate in family-friendly activities: <https://www.unitedwayyellowstone.org/2023-events>.

Lastly, I hope that you’ll take your passion one step further and stay connected with United Way throughout the year. You can sign up to receive United Way news and updates to your personal email address: <https://www.unitedwayyellowstone.org/form/mailing-list-sign-up>. It’s a great way to see where your investment is going and discover other ways you can get involved in our community.

If you have any questions about United Way of Yellowstone County or about making your gift, please let me know.

Thank you,
[CORPORATE LEADER NAME]

**“Last Call” Email**

**(Sent the day before the campaign ends)**

Subject line: **LAST CALL: Add your name to the UNITED IN PURPOSE list**

Tomorrow is the final day of our United Way Annual Workplace Campaign. Already, [PARTICIPATION RATE] % of your colleagues have added their name to the list of {COMPANY NAME] employees who Live United.

I feel truly humbled to work among a group of professionals who are committed to putting opportunity in the hands of all Yellowstone County residents.

We have once more chance in this last push to do something special. Every additional hour you volunteer and dollar you give helps one more child or family in need right here in the community where we live and work.

If you haven’t already given, please make a pledge and invest. In the next 24 hours, will you help us get to a higher participation rate than any organization around?

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

If you have questions, ask me. If you want to know more, ask me! If you want to make a difference, give.

Thank you for everything you do to strengthen our community and build a better future for our neighbors.

Sincerely,
[CEO or CORPORATE LEADER NAME]

**End-of-Campaign "thank you"**

**(Send after campaign concludes)**

Subject line: **I am so proud**

I did a double take when I saw the final numbers for our United Way of Yellowstone County Annual Workplace Giving Campaign. Join me in celebrating the incredibly successful [COMPANY NAME] campaign! We truly are UNITED IN PURPOSE! It takes all of us to create lasting change in our community and today I’m so appreciative that those I work with came together to Live United.

Without further ado, I’m proud to report:

* [COMPANY NAME] employees gave $[DOLLARS PLEDGED] to United Way.
* [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
* [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

Additionally, [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Even though I am so tremendously thankful, I’m really not speaking for me. I’m thanking you on behalf of the thousands of people in Yellowstone County – families, children, neighbors, and friends – who will be more prepared to graduate, who will find pathways out of poverty, and who will be healthier because of your contributions. From all of those that will be served, I extend my warmest gratitude.

Sincerely,
[CORPORATE LEADER NAME]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way of Yellowstone County emails at your personal address: <https://www.unitedwayyellowstone.org/form/mailing-list-sign-up>. It’s a great way to learn about needs and opportunities throughout our community all year long.