**United Way of Windham County 2023 Campaign Communications Template**

Engage your employees from the start of your company’s United Way campaign. Take these sample campaign emails and personalize them with your company’s campaign goal, events and more!

We recommend an Employee Campaign Coordinator or a leadership member (CEO) sends these emails.

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**Pre-Kickoff Campaign**

**Email #1: Campaign Kicks Off Soon**

**Synopsis:** Generate excitement about the upcoming campaign by letting employees know it’s launching soon. Give your co-workers a preview of how campaign will be a little different this year, and build excitement around new, virtual ways to participate.

**Recommended send time:** Two weeks before your company’s United Way campaign start date 

**From: [company’s ECC]**  
**To: [company name]** all employees  
**Subject:** Change doesn’t just happen; it’s created together  
  
Hi **[first name]**,   
  
There is no one answer to helping people live their best possible lives; we are all United in trying to find solutions. This campaign is especially important in the times when the COVID-19 pandemic has revealed the uncertainty that a lot of people in our community are still facing.

Change is made in a moment, when we choose to help, to show up, to reach out, to raise our hand. Created from compassion and generosity, to make it possible for everyone to recover from a crisis, rebuild what was lost, to reimagine a new kind of future. What we each do to create change doesn’t have to be big or amplified because one action United with another, multiplies. And that’s how a single moment creates a world where everyone thrives and one where we all Live United.

We’ll be kicking off our United Way campaign on **[date, time]**.

Soon, you’ll receive the official campaign kickoff email that will link you to an easy and secure way to make your pledge to United Way.

Join us in creating change in Windham County!

Thank you!

**[ECC/CEO signature]**

**Email #2: Campaign Reminder (from CEO)**

**Synopsis:** Continue to build momentum by having leadership communicate the importance of a campaign, showing support, and encouraging participation.

**Recommended Send Time:** 5 days after Email #1

**From: [CEO name]**  
**To: [company name]** all employees  
**Subject:** Together We Make Change

Dear **[first name]**,

As we prepare for this year’s United Way campaign, I wanted to share why our company remains committed to United Way and its partner agencies.

As members of Windham County, we are all United in wanting to see the communities where we live, work, and raise our children thrive. We want to live in a community where all people can succeed and live full lives. This kind of community isn’t made by other people. It is made by people like \*You\* who care about our community.

Next week, you’ll receive the official campaign kickoff email that will link you to an easy and secure way to make your pledge to United Way.

Thank you.

**[CEO signature]**

**Kick-Off**

**Email #3: Campaign Kickoff**

**Synopsis:** Announce the start of your campaign and ask your employees to show their support.

**Recommended send time:** Start of your campaign

**From: [company’s ECC]**  
**To: [company name]** employees  
**Subject:** Change doesn’t just happen; it is created together.

Hi **[first name]**,

We’re approaching another holiday season, but in the midst of uncertainty and difficulty – the impact of the ongoing war in Ukraine on fuel prices, COVID’s continued public health impact (and now monkeypox and polio), inflation, and shortages of critical supplies. People who were barely getting by before are struggling even more now. United Way’s health impact work matters now more than ever, and needs more support – donations, advocacy, volunteering – than ever.

Here at [insert company name] and at United Way of Windham County, we know there’s a deep well of compassion and generosity. Our community will rise to these challenges. We’ll stand with our neighbors, especially those who are most vulnerable.

United Way goes beyond responding to immediate needs. They’re helping people recover, in every sense. They’re reimagining healthy, equitable communities. Together with partner, donors, volunteers, and advocates we can rebuild resilient communities where everyone can live healthy lives – and thrive!

Join us. Make your contribution to United Way today!

[insert pledge form link]

Thank you for your support, **[employee first name]**.

**[ECC/CEO signature]**

**Email #4: Thanks for attending**

**Synopsis:** Focus on an upcoming event in your company’s United Way campaign. Continue to build excitement with your co-workers.

**Recommended send time:** 1-3 business days after kickoff event

**From: [company’s ECC]**  
**To: [event attendee list]**  
**Subject:** Thank You for Attending [If Applicable, Insert Event Name]

Hi **[employee first name]**,

Thank you to all who joined us at our United Way campaign kickoff event [insert event name, if applicable]. We are excited to see what happens when we are all United to reach our company’s campaign goal to help support our neighbors in our communities.

We want everyone to thrive – not just survive. Through United Way’s 211 program they are helping people connect to quality, accessible healthcare, substance abuse programs, and mental health resources. During COVID, 211 provided people with accurate information about the pandemic, testing and vaccines (and working toward vaccine equity).

If you have not done so already, you can help your community today by making a gift to United Way of Windham County.

[Insert Campaign Pledge Form]

Thank you for supporting United Way, **[employee first name].**

**[ECC signature]**

**Campaign Check-Ins**

**Email #5:**

**Synopsis:** Check in with employees halfway through your United Way campaign. Remind employees there’s still time left to support your company’s goal.

**Recommended send time:** Halfway through campaign

**From: [company’s ECC]**  
**To: [company name]** employees  
**Subject:** There is still time to make a change

Hi **[employee first name]**,

We’ve made great progress on our United Way campaign goal. We are [insert x%] of the way to our goal, but we still need your help.

Imagine what our community would look like without our nonprofit safety net. Without access to reliable transportation, it can be harder to keep a stable job. Without places to turn for emergency help, more families would face devastating impacts because of a single crisis.

Assistance through the United Way nonprofit safety net was already in high demand, and as the

COVID-19 crisis continues, it’s under unprecedented stress. United Way helps build a strong foundation for families and individuals throughout Windham County.

Make your pledge today to build a strong safety net for our community. Already made your gift to United Way? Thank you for your continued support and devotion to your neighbors.

We’re almost to the finish line, **[employee first name]**. Help us cross it!

[Insert Campaign Pledge Form]

**[ECC signature]**

**Campaign Wrap-Up**

**Email #6: Spokesperson Video (If Applicable)**

**Synopsis:** Give thanks to those who have given and report on goals. Give one final push to give and describe how employee giving impacts the community. Link to spokesperson video for further encouragement.

**Recommended send time:** Last day for gifts

**From: [company’s ECC]**  
**To: [company name]** employees   
**Subject:** Don’t miss your chance to make an impact  
  
Hi **[employee first name]**,

It’s the last day of our United Way campaign! Thanks to your generosity, we have reached **[number]**% of our goal!

This year, **[spokesperson name/title]** served as a spokesperson for our annual campaign. A longtime supporter of United Way, **[spokesperson last name]** explains why this year is more important than ever that those who can support this work, continue to do so. Watch the video here. **[Note: Spokesperson video coming soon and will be shared with you]**

We are all United. Please consider pledging by the end of today if you haven’t already.

Thank you for your continued support, **[employee first name]**.

[Insert Campaign Pledge Form]

**[ECC signature]**

**Optional Campaigns**

**Young Professionals Group**

**Synopsis:** Email campaign targeted to employees 35 and under who want to make a difference in the community. Provide information on membership and benefits.

**Recommended send time:** Day after kickoff

**From: [company’s ECC]**  
**To: [company name]** employees 35 and under  
**Subject:** Young Professionals Group

Hi **[name]**,

Is it the “new normal” yet? And what does that mean for the health and wellness of the people who live and work in Windham County?

In addition to the tragic loss of life and long-term effects of COVID, the pandemic has affected so many of the factors that impact our health, mental health, exercise, healthy eating, housing, and all other social determinants that happen outside the doctor’s office.

With the help of our partner at United Way of Windham County and their volunteerism efforts you will have the opportunity to:

Give back to the community through volunteerism

Acquire essential leadership skills

Engage with other young leaders shaping our region

With United Way of Windham County, you have the reliable partner needed to make a difference on a much larger scale. Please inquire with the United Way in your area to start making a difference today!

**[ECC signature]**

**Leadership Giving**

**Synopsis:** Announce the start of your campaign, share your company’s fundraising goal, and encourage leadership to show their support by giving at a leadership level.

**Recommended send time:** Start of your campaign

**From: [company’s ECC]**  
**To: [company name]** leadership team  
**Subject:** Renew your United Way Leadership gift

Hi **[first name]**,

Windham County is facing unprecedented challenges and needs. As our community grapples with the impacts of COVID-19, War in Ukraine, Substance Misuse, Housing and Economic Crunch, and Workforce Shortages, United Way – and our community – need your leadership now more than ever.

Your gift not only helps people meet their immediate basic needs but also serves as an investment in their future. For example here is what $1000.00 of collective giving at work does:

* Fund one (1) transitional apartment and utilities for a month for a previously homeless family
* Three hundred and fifty-two dollars thousand ($352,000) in tax refunds via VITA program
* Two Hundred and Fifty Thousand dollars of Health Equity investments from the State
* One (1) months funding of an afterschool substance use prevention program

As a Leadership Giver, your gift is amplified by the generosity of so many others to inspire, influence and lead meaningful change.

Thank you for your leadership.

**[ECC signature]**