

# 2023-24 United Way Workplace Campaign Email Templates

## Campaign Coordinator,

These are your ready-to-go email templates to help you inform your team of this year's United Way Workplace Campaign!

You are welcome to fill in the yellow highlights (campaign dates and company name) and use them exactly as they are or make any desired edits. You can swap out text, photos, and the email order to best suit your company needs. You can use the suggested images within this document; or select from additional options in your Coordinator Toolkit.

Most Campaign Coordinators find it helpful to copy and paste the content into email drafts, or even pre-schedule them within their email server, based on campaign dates.

If you have any questions or requests for additional materials, please email or call your United Way contact! Thank you so much for your support. YOU are helping to improve local lives.

-The UWSEMS Team

## **PRE-CAMPAIGN EMAIL**

**This email is best sent 1-3 weeks prior to your kickoff/Campaign start date** to let your team know about the upcoming campaign! This includes start date, notification that it is safe to open emails from United Way, and your company's options to give.

Send Date: \_\_\_\_\_ Send Time: \_\_\_\_\_

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To: [employee@company.com](mailto:employee@company.com)

From: [ceo@company.com](mailto:ceo@company.com) or [coordinator@company.com](mailto:coordinator@company.com)

Subject: United Way Campaign – coming soon!

Dear <NAME>,

Our United Way Campaign starts on <INSERT DATE>! You'll be receiving a few emails throughout our campaign. I encourage you to open them and learn about how your gift can improve lives right here in Southeast Mississippi.

Our organization continues to partner with United Way to help our neighbors in need.

You will have the opportunity to make a pledge through [\[list the available options and remove those not applicable to your company\]](#) payroll deduction, credit or debit card, or check.

Your gift will help meet the areas of greatest need for local children, families, and individuals. Together, we can create opportunities for a better tomorrow.

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

## **CAMPAIGN KICK-OFF**

**This email is intended for your kickoff/Campaign start date.**

**Note:** If you are using ePledge, you can link your company's registration page below. If you are not using the United Way ePledge online portal, that suggestion should be removed.

Send Date: \_\_\_\_\_ Send Time: \_\_\_\_\_

To: [employee@company.com](mailto:employee@company.com)

From: [info@unitedwaysems.org](mailto:info@unitedwaysems.org)

Subject: CHANGE STARTS WITH YOU

Dear **<NAME>**,

Get ready because our United Way Workplace Campaign starts ... right now! United Way of Southeast Mississippi improves lives and strengthens communities. And you can help us make a difference in local lives.

Our local United Way is:

Connecting people with needs to the resources available to meet those needs for the purpose of creating positive change across Southeast Mississippi.

Addressing childhood literacy and inequities In Forrest, Lamar, Marion, & Perry Counties.

Supporting programs like affordable health services, speech services for children with developmental delays, food programs, professional training for parents recovering from substance abuse, and so much more!

**Make a gift to United Way's areas of greatest need to help us improve the lives of our neighbors.**

Together, we are building a stronger community – one gift at a time!

**[Click here to give now \[insert link to this text\] or submit your completed pledge form today.](#)**

Thank you,

**<SIGNATURE BLOCK OF CEO OR COORDINATOR>**

## REMINDER #1

Best scheduled for one week in, or mid-campaign.

Send Date: \_\_\_\_\_ Send Time: \_\_\_\_\_

To: [employee@company.com](mailto:employee@company.com)

From: [info@unitedwaysems.org](mailto:info@unitedwaysems.org)

Subject: Let's Make an Impact Together

Dear <NAME>,

Please join us again this year to support the needs of our local community!

### Did you know?

United Way of Southeast Mississippi serves communities beyond just Hattiesburg. UWSEMS's reach actually encompasses Forrest, Lamar, Marion, and Perry Counties - partnering with nonprofits working every day to provide services for basic needs, education, health, and economic mobility. Without these services, many people would not know where their next meal would come from...how they would get their child the specialized therapy they need to develop...where they would go for safe protection from an abusive spouse.

While it's not easy to share the difficult challenges that affect our community, **there is hope.**

*"They helped me in everything, because I only came with the clothes I had on my back. My kids had a couple outfits to wear, but we left with what we could carry. I had nothing. They provided me with everything. They talked me through it and I made it." – Survivor of domestic abuse at Domestic Abuse Family Shelter*

*"One thing that's great about being a United Way partner agency is that we can budget for receiving a set amount of money each month. That's huge because our medical patients and food pantry clients are with us throughout the year; they don't stop needing us during the summer or holiday seasons. When someone in the community donates to United Way, they are supporting so many worthwhile agencies with their one gift." - Ann McCullen, Edwards Street Fellowship Center*

**Make a gift to our local United Way today!** Donors like you help programs like these continue serving the community.

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

## **REMINDER #2**

Best scheduled for 7-3 days before your campaign end date.

Send Date: \_\_\_\_\_ Send Time: \_\_\_\_\_

To: [employee@company.com](mailto:employee@company.com)

From: [info@unitedwaysems.org](mailto:info@unitedwaysems.org)

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

Dear <NAME>,

We invite you to make a difference by giving in your United Way's Campaign for our community today.

### **Why give to United Way of Southeast Mississippi?**

Each day, United Way of Southeast Mississippi works improve health, expand education, grow livelihoods, and address essential needs of our local community. When you give to United Way, you are becoming apart of something much larger than yourself. YOUR weekly contributions will create change in YOUR local community!

### **Here are examples of how far your gift can go:**

\$10 per week provides curriculum for 5 adults enrolled in substance abuse and alcohol recovery classes at Hope Community Collective's Project Hope.

\$15 per week covers the cost of monthly books for one year for 25 children through Dolly Parton's Imagination Library.

\$20 per week pays for 108 grocery bags of food for families in need at Edwards Street Fellowship Center.

Together, we can address challenges that impact local families and help them reach their potential!

**Click here to give now or submit your completed pledge form to [Coordinator's Name] by Campaign close date.**

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

## **THANK YOU – post campaign communication**

Don't forget this important piece! We suggest sending this to all employees, whether they gave or not, to help you report the successes of your campaign and impact of their gift.

**Please note: in order to provide you with a campaign total in a timely manner, the number reported will include pledges made rather than funds received and are subject to an audit by our Finance department.** We can provide your Coordinator with a final, audited number as soon as it becomes available. The audited total is the number to use when comparing campaign results year to year.

Send Date: \_\_\_\_\_ Send Time: \_\_\_\_\_

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----- To: [employee@company.com](mailto:employee@company.com)

From: [info@unitedwaysems.org](mailto:info@unitedwaysems.org)

Subject: THANK YOU!

Thank you to everyone who contributed to the 2023-24 Workplace Campaign! Your support is making Southeast Mississippi an even better place to live and work.

Together, our campaign raised [**\$XXXXX**]! Your gifts to United Way will help us meet the greatest needs of children, families, and individuals.

### **Want to stay connected throughout the year?**

Learn more about what donors are doing to meet ongoing needs in our community by visiting the [United Way of Southeast Mississippi website](#), or learn ways you can get involved in our local community by volunteering at [unitedwaysems.org/volunteer](http://unitedwaysems.org/volunteer)!

<SIGNATURE BLOCK OF CEO OR COORDINATOR>