

2022-23 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



United Way
of Southeast Mississippi

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: _____

To: employee@company.com

From: ceo@company.com or 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. This partnership is even more important this year, as we help our community rebuild from the effects of the pandemic.

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>



**United Way
of Southeast Mississippi**

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
From: info@unitedwaysems.org

Subject: Ready, Set, UNITE

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 when you **LIVE UNITED**.

Our local United Way is:

- Helping our neighbors recover from the economic, educational, and health impacts of the pandemic.
- 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.
You can also support any nonprofit of your choice.

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

From: info@unitedwaysems.org

Subject: It's Time to UNITE

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>



**United Way
of Southeast Mississippi**

REMINDER #2

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

Send Date: _____ Send Time: _____

To: employee@company.com

From: info@unitedwaysems.org

Subject: UNITE for Your Community Today

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?**

Local children are the future of our community. We focus donor support on addressing challenges that threaten their future—like learning gaps, absenteeism, hunger, and abuse.

Your gift can improve the life of a local child right now. Here are examples of how far your gift can go:

- \$2 a week provides online curriculum for a child to learn reading and literacy skills at Aldersgate Mission
- \$5 covers one day of childcare services for a child at Domestic Abuse Family Shelter
- \$10 trains one adult in the Darkness to Light prevention program at Kids Hub, leading to better protection against abuse for at least 10 children

UNITED, we can address challenges that impact our local children 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>



**United Way
of Southeast Mississippi**

LEADERSHIP GIVING/ GRAND GIVER LEADERSHIP SOCIETY ENCOURAGEMENT

This is optional, but highly suggested to send to your employees who previously gave at this level. We can provide you with a list of your leadership-level employee donors upon request. Be sure to work with your team to identify potential leadership donors for this year.

If your company honors leadership donors in your own way, this is also an opportunity to include that information.

Send Date: _____ Send Time: _____

To: employee@company.com

From: Coordintaor or CEO@yourcompany.com

Subject: UNITED, We Lead the Way

Dear <NAME>,

Our United Way's Grand Giver Leadership Society celebrates donors who give \$1,000 or more annually. As an agent of change in our community, please support the community with a Grand Giver gift today.

A Grand Giver gift can do BIG things for your community!

- **\$1,000 (or \$19 a week)** – feeds 8 individuals for an entire year at Christian Services Soup Kitchen
- **\$2,500 (or \$48 a week)** – provides a year's worth of blood pressure medication to 48 patients at Edwards Street Fellowship Health Clinic
- **\$10,000 (or \$192 a week)** – Provides 20 eight-hour bystander trainings to prevent violence in our community

Grand Giver donors have a collective impact that is felt throughout the Southeast Mississippi region. Did you know local **Grand Giver donors helped us raise more than \$272,000 for our community's greatest needs** during last year's campaign? Join us this year as we continue to change the lives of local children and families.

And as a special thank you to our Grand Giver donors this year, you will be automatically entered into United Way's first Give To Win Raffle for a chance to win a \$1,000 Airbnb gift card! One entry is awarded per every \$1,000 you give. UNITED, we can lead the way to a better future.

[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>



United Way
of Southeast Mississippi

LAST EMAIL – CAMPAIGN ENDS TODAY

Schedule for the final day of the campaign.

Send Date: _____ Send Time: _____

To: employee@company.com

From: info@unitedwaysems.org

Subject: Only Hours Left to LIVE UNITED

Dear <NAME>,

Today is the last day of our Workplace Campaign!

The demand for educational resources, health services, and basic needs has increased due to the pandemic and economic inflation. Last year, thousands of local people received life-improving services because of local donors who gave to United Way. Today, you can help neighbors in need by making a gift.

Gifts of all sizes can make a huge impact on the lives of those around us.

- \$5 a week covers the cost of one child's forensic interview at Kids Hub Child Advocacy Center following abuse allegations.
- \$10 a week provides curriculum for 30 adults enrolled in substance abuse and alcohol recovery classes at Hope Community Collective's Project Hope.
- \$15 a week covers the cost of crisis intervention services from the Shafer Center for three victims in the ER
- \$20 a week pays for transportation, food, supplies, technology and curriculum for one student to change their lives at RISE.

Please give now to support your community during the upcoming year.

Click here to give now or submit your completed pledge form to [Coordinator's Name] today.

Thank you,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>



**United Way
of Southeast Mississippi**

LAST – CALL FOR PAST DONORS

This is optional, but highly suggested to send 3-7 days after your campaign closes.

Chances are that you have employees who have in the last campaign but missed their opportunity to give this year. This is a subtle reminder that you can send to just the employees who gave in 2021, are still employed with you, and have not made a pledge for 2022. If you would like to provide this opportunity, we can provide that list of employees for you.

Send Date: _____ Send Time: _____

To: employee@company.com
From: info@unitedwaysems.org

Subject: One More Chance to UNITE!

Hey <NAME>,

Our annual Workplace Campaign just ended, but it's not too late to help. You have been a donor in the past, and we could use your support again this year as we rebuild our community from the effects of the pandemic.

You can continue your community support today by clicking [here](#) or submitting your PDF pledge form.

Thank you for your continued support,

<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: _____

To: employee@company.com
From: info@unitedwaysems.org

Subject: THANK YOU!

Thank you to everyone who contributed to the 2022-23 Workplace Campaign! Your support is making Southeast Mississippi an even better place to live and work.

Together, our campaign raised **[XXXXXX]**! 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](https://unitedwaysems.org), or view local volunteering opportunities at unitedwaysems.org/volunteer!

Thank you for **LIVING UNITED**.

<SIGNATURE BLOCK OF CEO OR COORDINATOR>