Send a week before your campaign kick-off

Subject Line: Let’s Create a Brighter Future

Dear Employees,

I’m excited to announce that it’s time for United Way of Hampshire County’s annual fundraising campaign. We will be kicking off our United Way workplace campaign on <INSERT DATE>.

Thank you for your past support – we are looking forward to an even more successful campaign in 2020!

<Company Name> cares deeply about the community and the quality of life that makes Hampshire County unique. United Way uses a strategic funding process to provide solutions for our community’s most pressing issues.

When you donate to United Way of Hampshire County’s Community Fund, your gift goes directly to many of the most needed programs in our community that are focused on advancing education, health, and financial stability locally.

During the next <NUMBER OF DAYS/WEEKS> you will learn more about the United Way and the campaign.

Please join me in making a gift to United Way’s campaign. Together, we can be one of the many helping hands to help build bridges between people in need, and the programs that can help.

If you have questions, please contact <CAMPAIGN COORDINATOR NAME>. On behalf of <company>, United Way of Hampshire County, and those who benefit from your generosity, thank you.

Sincerely,

<CEO NAME OR COORDINATOR NAME>
Campaign Reminder #1 Email Template

Sent at the midpoint of the campaign

Subject line: Your Gift Matters: United Way Reminder

Today is the midpoint of the [COMPANY NAME] campaign for United Way of Hampshire County, and we're off to a great start! Your colleagues are making their commitments to achieve the biggest possible improvements in the lives of people throughout our region.

If you have already given, THANK YOU! Because you choose to LIVE UNITED, you're creating a brighter future for our community.

If you haven't yet made your gift, please consider donating to help address needs in our community. A gift to the United Way Community Impact Fund:

- Helps children and youth achieve their potential;
- Helps families become financially stable and independent; and
- Improves people’s health.

If you have any questions about United Way or about making your gift, please contact me.

Thank you for considering how you and your family can LIVE UNITED!

Sincerely,
[ECC]

P.S. Please remember that United Way pledges are due by [MONTH XX].
Campaign Reminder #2 Email Template

Sent a week before your campaign ends

Subject line: A Chance to Do Something Special: United Way Reminder

Tomorrow is the final day of the [COMPANY NAME] campaign for United Way. Already, [PARTICIPATION RATE]% of your colleagues have participated.

That represents a fantastic commitment to improving lives throughout our communities. I am so grateful to you all.

But I also know that we have an opportunity in this last push to do something special. Every additional person that chooses to LIVE UNITED, every additional dollar that is donated, helps address critical needs in our community. Will you help?

If you haven't already given, please consider making a pledge and investing in better resources throughout our community. Your gift can make a long-lasting improvement in the life of a hardworking person right here in the community.

Any questions about United Way or about making your gift? Please contact me.

Thank you for everything you do to LIVE UNITED!

Sincerely,

[ECC]
End of Campaign Email Template

Send after your campaign concludes.

Subject line: Thank You for a Successful United Way Campaign

Thank you for being part of a successful [COMPANY NAME] campaign for United Way of Hampshire County. By uniting together, we have committed to improve lives in our community. Our financial gifts, volunteer efforts and passionate advocacy for our neighbors will improve Education, Income and Health for people throughout our region.

I’m pleased to report that as a company, we raised (DOLLARS RAISED) for United Way of Hampshire County. (NUMBER OF PARTICIPATING EMPLOYEES) made a contribution to our campaign. Those numbers demonstrate our willingness to care for our neighbors and our passion for improving our communities. Thank you all for everything you do to LIVE UNITED!

Sincerely,

[ECC]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way e-mails at your personal address. It’s a great way to learn about needs and opportunities throughout our community all year long. Simply visit [www.uwhampshire.org](http://www.uwhampshire.org) and sign up today.