

SAMPLE COMMUNICATIONS

The following can be used in emails, individual letters, employee newsletters and flyers sent from the CEO, Employee Campaign Coordinator or can be inserted into a company blog. If these do not fit your needs, please ask your United Way staff person for more information. We're here to serve you!

EMAIL 1: ANNOUNCEMENT OF COMPANY CAMPAIGN

Subject: **Campaign Dates**

This year our United Way campaign begins on **(date)**. We have many fun activities planned. United Way gives us an opportunity to fight for what we believe in. I am excited and encourage your involvement.

Below are some important dates to mark on your calendar:

- (DATE) _____ (Kickoff Event/Meeting)
- (DATE) _____ (Event/Meeting)
- (DATE) _____ (Event/Meeting)
- (DATE) _____ (Event/Meeting)
- (DATE) _____ (Pledge forms/donations due)

Bring your enthusiasm!

Sincerely,
(CEO and/or Coordinator)

EMAIL 2: ENCOURAGEMENT

Subject: **What Will You Live United Against?**

(Business Name) is currently running our **2017 United Way Campaign**. We have been given an opportunity to band together with United Way to surround our community's most critical problems. Whether it's feeding starving children, providing access to healthcare for our senior citizens, or mentoring at risk students, our dollars will address our community's most daunting crises. Change doesn't happen alone. We need you to decide, what will you Live United against?

Here are some **quick facts** about what United Way of NWLA is and does:

- 501(C)3 nonprofit organization
- Fights for the health, education, financial stability and essential needs of everyone.
- Directly provides services to strengthen our community in the areas of health, education, financial stability and essential needs.
- Serves 10 Parishes (Caddo, Bossier, Webster, DeSoto, Natchitoches, Bienville, Claiborne, Sabine, Red River and Winn)
- 99 cents of every dollar donated stays in Northwest Louisiana

Sincerely,
(CEO and/or Coordinator)

EMAIL 3: ENCOURAGEMENT/UNITED WAY IS AND DOES

Subject: **UNITED WE FIGHT. UNITED WE WIN.**

United Way envisions a world where all individuals and families achieve their human potential through education, financial stability and healthy lives. We win by forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources and by inspiring individuals to join the fight against their community's most daunting social crises.

You have helped foster community-wide solutions including:

- Helping children succeed
- Strengthening families
- Empowering healthy lives
- Comforting those in crisis

When you decide to **fight** for your community, it affects hundreds of thousands of lives in our area. Your support will make a significant difference in our community by improving the lives of our neighbors, families and friends.

Sincerely,
(CEO and/or Coordinator)

EMAIL 4: VIDEO LINK

Subject: **VIDEO: What Will You Live United Against?**

Hi (Employee Name),

Check out the latest United Way video!

Email me back and tell me what you think!

(Coordinator)

Email 5: WHAT AN AMOUNT CAN DO

Subject: **How do I join the fight?**

Hi everyone,

Here are some quick facts of how your dollars create change!

Giving...

\$3 a week costs less than ONE SODA at a restaurant and can provide one elderly person with transportation to four doctor's appointments

\$7 a week costs less than ONE VALUE MEAL and can purchase 50 pounds of food for shelters, homeless centers, missions, and food pantries

\$25 a month costs less than FOUR CAPPUCCINOS at a coffee shop and can give safety, shelter, and services to a child in crisis for five days

\$50 a month costs less than ONE PEDICURE and can help a disabled person receive their monthly prescriptions

\$75 a month costs less than TWO ROUNDS OF GOLF and can provide tutoring for 10 children

\$100 a month costs less than ONE MONTHLY LAWN SERVICE and can give a veteran with PTSD 30 days of treatment and counseling

How much of a difference will YOU make?

Sincerely,
(Coordinator)

EMAIL 6: PROGRESS REPORT

Subject: **United Way Progress Report!**

Congratulations team!

We've reached _____% of our goal.

Please turn in your pledge cards by (date), so that we can achieve our final goal of (amount).

I'm proud to be part of this exciting effort to create opportunities for a better life for all. I'd be happy to answer any questions you have about giving to United Way.

Sincerely,
(CEO and/or Coordinator)

EMAIL 7: RESULTS AND THANKS

Subject: **We Did It!**

Dear (Employee Name),

We raised _____ this year! I am extremely proud of you and the level of commitment shown by all of us at (business name). Thank you!

I am delighted that (company) is a part of the important work that United Way does to address what matters most to our community – helping our most vulnerable – helping our children achieve their potential, families become financially stable and everyone live healthy. You help build a better life for everyone.

Sincerely,
(CEO and/or Coordinator)