**Phase 1: Welcome**

**Email 1:**

**Welcome Email 1:** Campaign Kick-off from United Way

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience**: All company employees

**Subject Line:** United is the Way to change lives in Kenosha

**Email Body:**

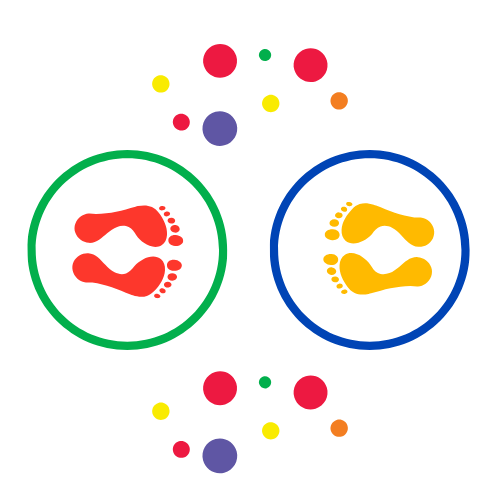
[NAME],

Today, so many of our neighbors in Kenosha County are working hard to overcome barriers and get ahead. Somewhere in our community: A working parent is looking for a way to make this week’s paycheck cover the growing costs of groceries, prescriptions, and housing. A middle-schooler is struggling to find a way to stay focused in class because she didn’t get a nutritious breakfast this morning. A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career. But they’re not alone. Together with our community-serving partners and supporters like you, we can connect people to the opportunities they need to reach their full potential and make [ANYTOWN] a place where everyone can thrive. Donate today and join us in creating more thriving communities for all. No challenge is too big for us to take on if we work together.

Because, **United is the Way™ .**

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,



**Phase 2: Why United Way?**

**Email 2:**

**Email 2:** Our Value-Add From: Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience:** All company employees

**Subject Line:** What makes change in Kenosha possible? People like you!

**Email Body:**

[NAME],

For 103 years, United Way of Kenosha County has focused on harnessing the caring power of our community to help ensure that everyone can thrive. While the needs in Kenosha are great, and the challenges are sometimes daunting, we at United Way have the privilege of seeing the very best that

our community is capable of. There’s nothing more powerful than a group of people united to do good. Last year alone, with the help of partners, volunteers, and donors like you, [United Ways around the world] were able to:

* Impact **35,057**lives in Kenosha County
* Provide **4,970**youth with academic enrichment
* Improve **70%**of individuals living and employability skills
* Invest **$126,073** in 14 local nonprofits

And we’re not stopping there. Your support can help us continue tackling the biggest problems in [ANYTOWN]. No challenge is too big for us to take on if we work together. Because when people unite to take action, transformational change is possible.

**United is the Way™ .**

Give today and join us in creating more thriving communities for all.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

**Phase 3: Reminders**

Depending on the length of your campaign, we recommend sending one reminder email per week from kickoff to conclusion. Below are three sample emails, which can be customized to communicate your United Way’s most compelling impact work, and your unique relationship with the company you’re campaigning with.

* **3a. United Way’s Impact.** The first reminder email template provides a platform for sharing your United Way’s holistic local impact, but you can also turn this into multiple emails, or center it on just one area of your work that fits most closely with the company’s impact/corporate social responsibility goals.
* **3b. Our Collective Impact.** Use this template to highlight past partnerships with the company and/or its employees, which could include volunteer activities (like Day of Action) or community projects.
* **3c. Final Reminder.** You may choose to send this starting 10 days, one week, or one day out from your campaign’s conclusion. It is important to close with a sense of urgency

**Email 3a-c:**

**Email 3a:** First Reminder – United Way’s Impact

**From**: Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience:** All company employees

**Email Body:**

[NAME],

Whether you’re new to United Way of Kenosha or you’ve been creating impact with us for years, we want you consider yourself part of our caring community of hand-raisers, problem-solvers, and changemakers.

At United Way, we believe that everyone who lives and works in Kenosha deserves the opportunity to thrive. Together with you and all our partners at [COMPANY NAME], United Way mobilizes the caring power of everyday people to create transformational change here in our community.

Day in and day out, United Way of Kenosha County [funds/supports/leads/develops] programs that meet the most urgent needs in our community. We’re proud of all we’ve accomplished together on behalf of the individuals and families that call [ANYTOWN] home:

[Add specific successes for your United Way. This can be from all aspects of your work, or if the company is more focused on education and youth, highlight your programs and results in that area. If you have photo releases, adding a picture is always a nice touch!]

If you’ve already made a one-time or recurring gift this year, thank you for being part of our community-led movement for good. If you haven’t, we hope you’ll consider giving by the [DATE] campaign deadline.

A better future is possible when we work together to achieve it. United is the Way™ we can make Kenosha County a community where everyone has the chance to thrive.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

**Email 3b:** Second Reminder – Our Shared Impact

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience:** All company employees Subject Line: United Way and [COMPANY NAME] are uniting to change lives

**Email Body:**

[NAME],

We want to take a moment to celebrate how United Way of Kenosha County and [COMPANY NAME] are partnering to change lives in our community. Thanks to [COMPANY NAME]’s leadership, and supporters like you…

[This email should be tailored to your relationship with the company. We suggest:

• Highlight the number of years the company has been partnering with your United Way

• Highlight the impact the company has had during your Day of Action/Day of Caring events and the value of employee volunteerism to your community. Add photos, if you have releases.

• Has the company led food drives or holiday drives through united way to benefit the community?

• Does the company have a number of hours of volunteerism to celebrate?]

Let’s build on [COMPANY NAME]’s legacy to do even more. Join us in creating more thriving communities for all.

United is the Way™ we can make Kenosha County a community where everyone has the chance to thrive.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

**Email 3c:** Third Reminder – Final Call with Beneficiary Testimonial

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience:** All company employees

**Subject Line:** One last chance to give by [DATE], and a message from [BENEFICIARY NAME]

[NAME],

[DATE] will be the last day for the 2025 [COMPANY NAME] United is the Way employee giving campaign. If you’ve been too busy with work and life to consider giving yet – or perhaps just aren’t feeling sure about how your gift would make a real change in someone’s life, I wanted to share this short reflection with you. It comes from [BENEFICIARY NAME], who is…

[This email is your last opportunity to make a compelling, emotional appeal to your audience. We recommend securing a short testimonial from a community service provider who works directly with beneficiaries of United Way funding – or from a beneficiary personally – who can put in simple, heartfelt words the difference that United Way’s support has meant in their life. If you can provide a video testimonial, or a photo depicting the life-changing work, even better!]

On behalf of countless neighbors with stories just like [BENEFICIARY NAME]’s, **thank you** for the life-changing impact you are helping to create. **United is the Way™** we can continue making our community a place where everyone can thrive.

BUTTON TEXT: Give By [DATE] [Hyperlink to donation page]

Sincerely,

**Phase 4: Thank You**

**Email 4a:** General Thank You to All Employees

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name Audience: All company employees

**Call to Action:** [COMPANY NAME], thank you for your impact!

Join me in celebrating the success of the 2025 [COMPANY NAME] United is the Way employee giving campaign. I’m thrilled to report…[Customize your overview impact remarks. Specific metrics are suggested below.]

• [COMPANY NAME] employees gave $ [DOLLARS PLEDGED] to United Way of Kenosha County

• [PARTICIPATION RATE%] of [COMPANY NAME] Employees gave to United Way of Kenosha County

• [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way of Kenosha County

• [Company Name] employees contributed more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Let’s continue changing lives and transforming communities in Kenosha County!

**United is the Way™ .**

BUTTON TEXT: See Your Impact [Hyperlink to campaign report or webpage with impact metrics]

Sincerely,

**Email 4a:** Targeted Thank You to Campaign Donors

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience:** Company employees who donated to United Way (not designated to other organizations)

**Subject Line:** [NAME], thank you for giving back!

Email Body:

Dear [Name],

Thank you for your generous gift to United Way. Your donation is making a real difference in people’s lives.

Today and every day, we need you with us. Here are ways that you can continue making our community a better place:

[Customize this section for offerings at your United Way]

• **Volunteer**: Make a difference by volunteering – providing a ride to someone who’s homebound, reading to preschoolers to get them school-ready, or passing out food to neighbors in need. Consider serving on one of our community’s grant evaluation boards or offering your unique skills to a local nonprofit that needs your expertise.

**• Speak Out**: Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families in Kenosha County. Join United Way’s in-person and virtual events and advocacy opportunities to help every person in our region thrive.

• **Stay in the Loop**: Sign up for our email newsletter to keep informed about what we’re doing across Kenosha County and how you can stay involved.

Thank you again for your generosity and commitment to our neighbors. Together, let’s continue to create thriving communities for all.

**United is the Way™ .**

BUTTON TEXT: Stay Involved [Hyperlink to volunteer and advocacy opportunities and/or newsletter]

Sincerely,