



WORKPLACE EMAILS

One – Two weeks before campaign

Subject: How to LIVE UNITED

Dear <insert employee name>,

At <insert company name>, we've always been about **helping others and strengthening the community**. Now our commitment is even more important. Soon you'll have the opportunity to show how much you care by supporting the annual United Way campaign. United Way of Kenosha County **fights for the health, education, and financial stability of every person in our community**. Your donation, no matter what the amount, makes a difference and is vitally important.

With one gift to United Way, you will touch the lives of many individuals and families. **When we reach out a hand to one, we influence the condition of all**. We all win when a child has a head start on quality **education** that leads to success in future jobs, when individuals have enough **income** to support a family through retirement, and when we all enjoy good **health**.

These results and changes have benefits that ripple out to the community as a whole, helping others and strengthening the community. Now, more than ever, your gift goes further with United Way of Kenosha County.

We will be kicking off our United Way of Kenosha County workplace campaign on <insert date>. Our campaign team has put together a series of great events for us to support. Let's make this the most successful campaign ever!

Please join me in giving to United Way and complete the enclosed contribution form (or pledge online at www.kenoshaunitedway.org). Remember you can **give**, you can **advocate**, and you can **volunteer**. That's what it means to **LIVE UNITED**.

If you have any questions about the campaign, please contact <insert employee campaign coordinator name and contact information>.

Sincerely,

<insert name of CEO>



Two days before campaign

Subject: Looking for a way to make a difference?

Dear **<insert employee name>**,

Mark your calendars! **<Insert company name>**'s United Way workplace campaign starts **<insert date>**.

Are you the kind of person who wants to own the future of your community? Who wants to make a meaningful impact for yourself and your neighbors?

If you're nodding yes right now, you won't want to miss your chance to join **<insert company name>** United Way of Kenosha County workplace campaign.

Whether you're interested in making sure more youth succeed in school, making our community healthier, or helping our residents become more financially stable, United Way is your chance to be part of the solution.

United Way of Kenosha County funds 24 programs year round. Every dollar you give helps change stories for individuals and families' right here – a low income family becomes financially stable, people have access to health care, children reach their full potential.

That's what this year's United Way workplace campaign is all about, and I hope you'll join your coworkers here at **<insert company name>** in making life-changing moments happen right here.

Get excited! I'll be in touch soon with all the details.

Sincerely,

<insert name of CEO>



Campaign Launch Day

Subject: Let's help change stories!

Dear **<insert employee name>**,

Today is the day! We are launching the 20**XX** United Way Workplace Campaign. With your support, all of us here at **<insert company name>** can create lasting change in our community.

Together we can tackle some of the biggest problems Kenosha County is facing. Your gift to United Way is not a short-term investment, it's about lasting change.

Let's embrace these moments of opportunity and make our community as strong as it can be.

Everyone is invited to join us in as many of the following events and activities as you can:

- **<insert list of activities, meetings, special events, etc.>**

Join your coworkers in participating in this year's campaign to show Kenosha County and the world what we're all about here at **<insert company name>**.

Thanks for your commitment to making this community a better place to live for everyone!

Sincerely,

<insert name of CEO>

Midway through campaign

Send time: Midway through campaign

Subject: We're almost there!

Dear **<insert employee name>**,

We are halfway through our United Way workplace campaign and we are at **XX%** of our goal. It's going to take all of us here at **<insert company name>** to step up to get there and we can't afford not to- Kenosha County residents are counting on us.

By investing in United Way, you are investing in our community.

Please return your pledge form by **<insert date>** so that we can achieve our final goal of **<insert goal amount>**. I'm proud of the work we have done to help our community reach its full potential.



Thanks for being a part of the change and for showing how you LIVE UNITED!

Sincerely,

<insert name of CEO>

Last day of campaign

Subject:

Dear <insert employee name>,

If you've been waiting for the right time to join our United Way campaign, this is it! Today is the last day to give and join your coworkers who have already committed to supporting the life-changing, community-building work of United Way of Kenosha County. From tackling root causes or childhood reading to offering free tax preparation services helping those residents become more financially stable, you can make a difference.

Your gift will send a message loud and clear- that <insert company name> is investing in the future of our community. It only takes one moment. Every commitment brings us that much closer to a stronger, safer, and healthier community.

Thank you for everything you do to change lives in our community!

Sincerely,

<insert name of CEO>

End of campaign

Subject: Thank You!!

Dear <insert employee name>,

Wow, what an amazing campaign! I'm so proud to say that <insert company name> really stepped up for our United Way's workplace campaign! In fact, here's what we accomplished together thanks to the generosity of people like you:

- <insert company name> employees gave \$XXXX to United Way.
- XX% of employees gave to United Way.
- <insert company name> employees gave more than XX volunteer hours during the campaign.



That's truly amazing stuff and I'm so thankful to each and every one of you who were a part of it! Together, we are making a difference for people in need. To learn how your support is powering United Way to keep doing critical work for our community all year long, make sure to sign up to receive updates [here](#).

Thanks again for showing how you LIVE UNITED!

Sincerely,

<insert name of CEO>

MAKE YOUR UNITED WAY CAMPAIGN SOCIAL

Including e-communication and Social Media in your employee campaign is a great way to engage your employees and build morale to help make your campaign more successful.

Using Your Company Newsletter or Intranet

- Provide a link to United Way's website, www.kenoshaunitedway.org.
- Post or send daily educational and informational messages about United Way during the campaign or share United Way videos.
- Post the schedule or calendar of campaign events including meetings and special fundraisers.
- Feature employees who have benefitted from one of United Way's partners.
- Ask employees why they give/volunteer and post their quotes.
- Encourage employees to be social with United Way of Social Media on Twitter (@uwkenoshacounty), Instagram (@unitedwayofkenoshacounty), and Facebook (@UnitedWayKenosha).

Tweet Ideas

Twitter is a great way to engage employees and spread the word about your organization's United Way campaign. When tweeting, please be sure to mention United Way @UWKenoshaCounty and use the following hashtags, #UWIsChangingStories and #LIVEUNITED. Use pictures in your tweets to engage your followers!



- Investing in @uwkenoshacounty is easy and the impact is huge! #UWisChangingStories
- We love seeing our employees #LIVEUNITED! @uwkenoshacounty
- We believe every dollar makes a difference! That's why (organization) invests in @uwkenoshacounty
- Together we are changing stories! @uwkenoshacounty #UWisChangingStories
- We're all about giving back! We're excited for our @uwkenoshacounty campaign! #UWisChangingStories
- Give where you live! Make a difference right here with @uwkenoshacounty. #UWisChangingStories
- Together we can impact our community! @uwkenoshacounty #UWisChangingStories

Like it! Love it!

Sharing photos or videos on your company's Facebook or Instagram page is a great way to engage your employees and show the community your dedication to United Way of Kenosha County. Be sure to tag United Way of Kenosha County in your posts!

- (Organization's) United Way campaign kicks off today! Together we are changing stories for children, families, and senior citizens in our community.
- Check out our employees sporting their LIVE UNITED t-shirts!
- Great things happen when we LIVE UNITED! Join us in supporting United Way of Kenosha County.
- Did you know that United Way of Kenosha County supports 32 vital programs in our community? We are proud to help them change stories for families in our area.
- United Way of Kenosha County is dedicated to changing stories for children, families, and senior citizens. Your donations make a big difference in our community!
- We are excited to begin our workplace campaign for United Way of Kenosha County! United Way makes our community a better place!
- Our United Way of Kenosha County campaign is off to a great start! Our goal is to raise \$XXXX to help change stories in our community. Find out more about United Way at www.kenoshaunitedway.org.

Need Help?

Not sure how to like, tag, or share? Want United Way's social media channels to post your photos/videos? We can help! Contact United Way of Kenosha County at unitedway@kenoshaunitedway.org or call 262-658-4104.