

COMMUNICATIONS

The following email templates can be utilized for common campaign milestones. We recommend you communicate with employees regularly and keep them up to date about the campaign, progress on volunteer efforts or campaign related activities, monetary contributions, and goals, etc. Communicate how employees can participate and the impact they will have on our community. Thank those who have already given, ideally calling out by name those volunteers or donors who have gone above and beyond in their commitment. Three to four of these reminder emails will suffice so employees aren't overburdened with multiple email communications. Here are some of the occasions you might consider sending a reminder email:

- In the beginning and midpoints of the campaign
- A colleague sharing a personal experience they or family members had with a partner agency
- Recapping an employee team-building experience, volunteer outing or service provider tour
- If you reach or surpass a goal in giving or volunteerism

United Way strongly encourages you to make this campaign your own, personalizing to your company and its culture as much as possible. Though we've given you templates, they're just that – suggestions.

Please try to keep the tone of your letters and emails authentic and inspirational, using warm, conversational communications and providing real reasons why people should give. You are United Way's advocate, and your passion is the greatest gift you can give.

We are so appreciative of you!

QUESTIONS?

Contact Sue Tidd: stidd@unitedwaybc.net
252.795.6209

Campaign Preview (All Staff)

(Send one week before campaign launch)

Subject Line: The Power of Unity

If you're the kind of person who wants to create lasting change in our community, we have just the opportunity for you.

Starting (date here), you can join the doers and change-makers who Live United by participating in [COMPANY NAME'S] annual United Way campaign: *Everyone deserves the opportunity to thrive.*

United Way leads the charge to strengthen education, increase financial stability and self-sufficiency, better health, and ensure continued access to basic needs—the building blocks of opportunity—right here at home. Together, we can put opportunity in the hands of all Beaufort County residents and create change that lasts for generations.

From volunteering to advocacy, there are many ways to get involved beyond donations. We've got some special events and activities in mind to help you flex your philanthropy among friends and colleagues.

In the meantime, visit the United Way website unitedwaybc.net to learn more about the work we will be supporting in the community. We'll be in touch again on campaign kickoff day!

Campaign Kickoff (All Staff)

Subject Line: **Our United Way Campaign Starts Today!**

(COMPANY NAME) is proud to kick off our Annual United Way Giving Campaign today. Like United Way, we believe that by working together, we can strengthen education, increase financial stability, better health, and ensure continued access to the basic need for all in our community that will create positive, long-term change.

Last year, United Way of Beaufort County put opportunity in the hands of Beaufort residents by ensuring vital services and programs were available to help so many who are still being impacted by the pandemic. Together with determined supporters like you, they ensured residents received the support they needed to live their best lives.

While we've made great strides, there is still much to be done. Covid-19 exposed and exacerbated many challenges in our community, impacting our most vulnerable neighbors the hardest.

Across our local communities, nearly 19.1% of Beaufort County residents are **living below the federal poverty level. A parent with a preschooler and a school-age child, earning minimum wage, would need to work 122 hours a week** to meet basic needs of the family.

Together, we can change that.

How can you help? Give, advocate or volunteer. Or better yet, all three.

Last year, [X] (COMPANY NAME) employees gave [\$ CAMPAIGN AMOUNT and/or Volunteer Hours], which not only made the whole company proud but also made our communities a better place to live, work and raise our families. Here's how to make this year even more successful:

- Make your pledge to United Way. Donors are invited to join a United Way giving society that corresponds with their giving level.
- Come to a (virtual) community conversation to learn more about how we can Live United to make the biggest possible difference.
- Volunteer with your colleagues— email me for more information. United Way has a list of virtual volunteer activities that you and your colleagues or family members could adapt to help our community.

Thank you for joining [company name] in our support of United Way.

[CEO or CORPORATE LEADER NAME]

The Impact of Your Gift

Subject line: **The impact of your gift? More than you expect.**

One of the most common questions [COMPANY NAME] employees ask about United Way is what impact their gifts make. You might be surprised at how much an affordable weekly gift can accomplish.

United Way leverages the power of unity to make the most of every dollar you give. They bring together the best people, ideas and resources to foster social innovation, mobilize volunteers, and inspire the public to Live United for the common good. Together with their passionate supporters, United Way creates opportunities for all.

Your support can help improve the odds for people in our community.

- **\$1.92 a week** supplies 400 meals to individuals and families who are food insecure access to healthy meals from the food pantry.
- **\$4.03 a week** provides 3 nights in a motel for a family who is experiencing homelessness, with an assessment of their situation, and connecting them to local resources.
- **\$9.61 a week** 14 adults with 4 months of tutoring in reading, writing, English, mathematics, and specialty areas such as GED and citizenship testing.

When you invest with United Way, you fortify the building blocks of opportunity— strengthening education, self-sufficiency, health, and access to basic needs —that every person and community needs to thrive.

I support United Way because I want to know that every dollar I give is making the biggest possible impact in our communities. I hope you will join me and Live United by giving at the level that's right for you.

Thank you,
[CORPORATE LEADER NAME]

General Thank-You Letter

Subject: **Thank you for joining the Live United movement!**

If you're feeling proud, you should be! Making a pledge like you did is no small thing—it demonstrates that you care to take action toward creating a better thriving community. You've joined the ranks of those who Live United and we are grateful for your commitment. THANK YOU! You are part of the reason United Way is able to create lasting change for our neighbors and our Beaufort communities.

I hope that you'll take your passion one step further and stay connected with United Way throughout the year. You will receive United Way news and updates sent to your personal email address. It's a great way to see where your investment is going and discover other ways you can get involved in our community.

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

Thank you,
[CORPORATE LEADER NAME]

“Last Call” Email

(Sent the day before the campaign ends)

Subject line: **LAST CALL: Add your name to the list**

Tomorrow is the final day of our United Way Campaign: *Everyone deserves the opportunity to thrive.!*

Already, [PARTICIPATION RATE]% of your colleagues have added their name to the list of {COMPANY NAME} employees who Live United.

I feel truly humbled to work among a group of professionals who are committed to putting opportunity in the hands of all in Beaufort County.

We have one more chance in this last push to do something special. Every additional dollar you give [**hour you volunteer*] helps one more child or family in need in the communities where we live and work.

If you haven't already given, please make a pledge and invest. In the next 24 hours, will you help us get to a higher participation rate than any organization around?

If you have questions, ask me. If you want to know more, ask me! If you want to make a difference, give.

Thank you for everything you do to strengthen our community and build a better future for our neighbors.

Sincerely,

[CEO or CORPORATE LEADER NAME]

P.S. [Look for an email from United Way with a link to make your pledge online.] [Please remember to visit {URL} to make your pledge online.] [Please remember to turn in your United Way pledge form.]

**If your company arranges volunteer activities for employees, be sure to mention volunteers and hours they have given as well.*

End-of-Campaign "thank you"

(Send after campaign concludes)

Subject line: **I am so proud**

I did a double take when I saw the final numbers for our United Way Campaign. Join me in celebrating the incredibly successful [COMPANY NAME] campaign!

It takes all of us to create lasting change in our community and today I'm so appreciative that those I work with came together to Live United.

Without further ado, I'm proud to report:

- [COMPANY NAME] employees gave \$[DOLLARS PLEDGED] to United Way.
- [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

*[*Additionally, (COMPANY NAME) employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.]*

Even though I am so tremendously thankful, I'm really not speaking for me. I'm thanking you on behalf of the thousands of Beaufort County residents – families, children, neighbors, and friends – who will find the help they need when they need it most. Your contribution creates opportunity for our neighbors here in Beaufort County. From all of those that will be served, I extend my warmest gratitude.

Sincerely,

[CORPORATE LEADER NAME]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to sign up to receive United Way emails at your personal address. It's a great way to learn about needs and opportunities throughout our community all year long.

**If your company arranges volunteer activities for employees, be sure to mention volunteers and hours they have given as well.*

Sample CEO Letters

Campaign Preview

Subject: Join an unstoppable force for good

Something happens when people come together, united in a common goal. We create a force for change more powerful than any we could create alone.

That's why [COMPANY NAME] is excited to kick off our United Way Campaign of *Where there's OPPORTUNITY...There's a WAY!* in just a few weeks. We are joining the doers and change-seekers who Live United to put opportunity in the hands of all.

United Way leads the charge to strengthen the building blocks of opportunity— strengthening education, earnings, and essentials which helps every person and community thrive. When you give to United Way, you are doing the same.

This is our chance as a company to strengthen our community. Whether it's giving a few dollars, or giving at the highest levels, every amount makes a difference for our neighbors.

When the campaign kicks off, I hope you'll join me by pledging to give or volunteering your time.

Thank you in advance for your hard work, generosity, and passion for service.

Sincerely,
[CEO Name]

Campaign Kick-off or During Campaign

Subject: **Why giving is important to me**

Before the pandemic, 17.1.% of people in Beaufort County were food insecure with 22.6% of them being children under 18 years of age. That 54% of families struggle every single day just to make ends meet. Did you know that childhood poverty is on the rise and that 97% of school-aged students qualify for free or reduced lunch at school?

The Beaufort County United Way is working to create pathways to financial stability, better health, educational opportunities, while providing access to a safety net of basic needs so every person has the opportunity to thrive. Since 1961, our United Way has been there for our community – for our co-workers, neighbors, friends, and family members.

This is why I give to the United Way. As a long-time United Way supporter, I am investing in our community's future. I'm helping local people succeed, and that's what (COMPANY NAME) is all about - helping people succeed.

I encourage you to consider making a gift to the United Way today. Together, we will help people in our community thrive not just survive.

Thank you,

Subject: **Investing in OUR community**

Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. Your gift can help improve the odds for people in our community.

- **\$1.92 a week** supplies 400 meals to individuals and families who are food insecure access to healthy meals from the food pantry.
- **\$4.03 a week** provides 3 nights in a motel for a family who is experiencing homelessness, with an assessment of their situation, and connecting them to local resources.
- **\$9.61 a week** 14 adults with 4 months of tutoring in reading, writing, English, mathematics, and specialty areas such as GED and citizenship testing.

That is why I am asking you to join me in making a gift to the United Way today.

Your gift to the United Way is an investment in our community's future, and is one of the easiest, most convenient ways to make a difference in thousands of lives throughout the Beaufort County.

Thank you for caring - and thank you for your support of the United Way!

Subject: **Helping our neighbors THRIVE!**

Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. Since 1961, The Beaufort County United Way has been there for our communities; for our co-worker, neighbors, friends, and family members. United Way of Beaufort County is working to create pathways to financial stability, advance educational opportunities, while providing access to essentials so that every person has the opportunity to thrive.

That's why I am asking you to join me in making a gift to the United Way today. It is one of the easiest, most convenient ways to make a difference locally in the lives of thousands of Beaufort residents.

Thank you for caring - and thank you for your support of the United Way!

Together, we will help people in our community thrive.

End-of-campaign "thank you"

(Send to donors after campaign concludes)

Subject: **You did it!**

It is with deep pride that I congratulate our team at [COMPANY NAME] for your generosity and outpouring of service during the campaign for United Way. Real change only happens when we work together—and it's as true in our community as it is inside our own company.

I'm pleased to report that [insert appropriate result statements from below:]

- [COMPANY NAME] employees gave \$[DOLLARS PLEDGED] to United Way.
- [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

*[*Additionally, (COMPANY NAME) employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign!]*

You did a remarkable job. Although I'm proud as your CEO, I'm even more touched as a person simply working with such a group of generous people. We aren't just working in Beaufort County; we're living here, too. And you've just made our community better for countless friends and neighbors.

Very simply, thank you.

With the warmest gratitude,

[CEO NAME]

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.

**If your company arranges volunteer activities for employees, be sure to mention volunteers and hours they have given as well.*