**Reminder Emails**

We’ve provided email templates for common campaign milestones but also suggest you keep your staff up-to-date about activities, progress on volunteer hours, monetary contributions, etc., and ways employees can engage if they haven’t already. It’s especially useful if you thank those who have already given, ideally calling out by name those volunteers or donors who’ve 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
* Recapping an employee team-building experience, volunteer outing or service provider tour
* If you reach or surpass a goal in giving or volunteerism

**General Advice**

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!

**Templates**

[**Campaign Preview**](#CampaignPreview)
[**Campaign Kickoff**](#campaignkickoff) **The Impact of Your Gift**[**General Thank-You Letter**](#GeneralThankYouLetter)
[**“Last Call” Email**](#LastCallEmail)[**End-of-Campaign "thank you"**](#Endofcampaignthankyou)
[**CEO letter: Campaign Preview**](#CEOletterscamppreview)
[**CEO Letter: End-of-Campaign "thank you"**](#CEOlettersendofcampaignthankyou)

**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 Giving Campaign for United Way of Henderson County.

United Way leads the charge to improve education, income and health—the building blocks of opportunity—right here at home. Together, we can put opportunity in the hands of all East Texans 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 Unitedwayhc.org to learn more about the work we’ll 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, income and health in our community to create positive, long-term change.

Last year, United Way of Henderson County put opportunity in the hands of over a million East Texans. Together with determined supporters like you, they ensured more students graduated ready to succeed, more families achieved financial stability, and more residents led healthy, productive lives.

While we’ve made great strides, there is still much to be done.

Across our local communities, nearly 60% of high school students graduate **not ready for college or a career**. 76% of young adults in **do not earn a living wage**. And 33% of Latinx and 19% of Black North Texans **are uninsured**.

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. All giving societies offer volunteer opportunities, events and networking as part of meaningful year-round engagement.
* Come to a (virtual) meeting to learn more about how we can Live United to make the biggest possible difference.
* Volunteer with your colleagues— email me for more information through the United Way website.

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, inspire the public to Live United and encourage lawmakers to act for the common good. Together with their passionate supporters, United Way creates opportunities for all East Texans.

Last year, with the support of donors and advocates like you, they …

* Gave over 400,000 students the opportunity to lay the groundwork for their success.
* Gave over 450,000 people the opportunity to secure a solid foundation for living.
* Gave nearly 272,000 East Texans the opportunity to live longer, better lives.

When you invest with United Way, you strengthen the building blocks of opportunity—education, income and health—that every person and community need to thrive.

I give to United Way because I want to know that every dollar I give is making the biggest possible impact here in our community. 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 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 community.

I hope that you’ll take your passion one step further and stay connected with United Way throughout the year. You can sign up to receive United Way news and updates 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 Henderson County United Way Annual Campaign. 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 East Texans.

We have once more chance in this last push to do something special. Every additional hour you volunteer and dollar you give helps one more child or family in need right here in the community 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.]

**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 of Henderson County Annual Giving 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 hundreds of thousands of East Texans – families, children, neighbors, and friends – who will be more prepared to graduate, who will find pathways out of poverty, and who will be healthier because of your contributions. 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 at unitedwayhc.org or your personal address. It’s a great way to learn about needs and opportunities throughout our community all year long.

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 Henderson County Annual Giving Campaign in just a few weeks. We’re joining the doers and change-seekers who Live United to put opportunity in the hands of all East Texans.

United Way leads the charge to strengthen the building blocks of opportunity—education, income and health—right here in our community. When you give to United Way, you’re 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]

**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 East Texas; 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 at unitedwayhc.org or your personal address. It’s a great way to learn about needs and opportunities throughout our community all year long.