United Way of Windham County 2021 Campaign Communications Template

Engage your employees from the start of your company’s United Way campaign. Take these sample campaign emails and personalize them with your company’s campaign goal, events and more!

We recommend an Employee Campaign Coordinator or a leadership member sends these emails.

**Table of Contents**

[Campaign Emails Calendar2](#campaigncalendar)

**PRE-KICKOFF CAMPAIGN**

[Email #1 – Campaign kicks off soon 3](#email1)

[Email #2 – Reminder (from CEO)4](#email2)

**KICKOFF**

[Email #3 – Campaign kickoff and event announcement 5](#email3)

[Email #4a – Thanks for attending and second event announcement6](#email4a)

[Email #4b – Sorry you couldn’t attend and second event announcement 6](#email4b)

**CAMPAIGN CHECK-INS**

[Email #5 – Campaign video 7](#email5)

[Email #6 – Impact email 8](#email6)

**CAMPAIGN WRAP-UP**

[Email #7 – Spokesperson video 9](#email7)

**THANK YOU**

[Email #8 – Thank you (all employees)10](#email8)

**OPTIONAL CAMPAIGNS**

[Young Professionals Group 11](#youngprofessionalsunited)

[Leadership Giving12](#leadershipgiving)

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| --- | --- | --- | --- | --- |
| CAMPAIGN EMAILS CALENDAR | | | | |
| PRO TIP: See your full campaign calendar with virtual events and kickoffs, incentives, and more in our ECC Training Guide. | | | | |
| Monday | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| PRE-LAUNCH: ONE WEEK BEFORE CAMPAIGN | | | | |
| [Email #1:](#email1) Campaign Kicks Off Soon |  |  | [Email #2:](#email2) Campaign Reminder (from CEO) |  |
| WEEK ONE | | | | |
| [Email:](#leadershipgiving)  Leadership Giving | [Email #3:](#email3) Campaign Kickoff & Event Announcement | [Email #4:](#email4a)  Event thank-you & new event information (segment) | [Email #5:](#email5) Campaign Video |  |
| WEEK TWO | | | | |
|  | [Email #6:](#email6)  Impact Email |  | [Email #7:](#email7) Spokesperson Video (Campaign wrap-up) | [Email #8:](#email8)  Thank You |

Pre-Kickoff Campaign

Email #1: Campaign Kicks Off Soon

**Synopsis:** Generate excitement about the upcoming campaign by letting employees know it’s launching soon. Give your co-workers a preview of how campaign will be a little different this year, and build excitement around new, virtual ways to participate.

**Recommended send time:** Two weeks before your company’s United Way campaign start date 

**From: [company’s ECC]**  
**To: [company name]** all employees  
**Subject:** We Are All United  
  
Hi **[first name]**,   
  
There is no one answer to helping people live their best possible lives; we are all United in trying to find solutions. This campaign is especially important in the times when the COVID-19 pandemic has revealed the uncertainty that a lot of people in our community are facing.

That’s why every year, we host a campaign to support United Way of Windham County. By supporting a safety net of local nonprofits that help meet the varied needs in our community, United Way has a tremendous impact on the Windham County region as a whole. The safety net provides help and hope to all of us by fostering learning, providing food and shelter, improving health, and establishing financial security.

We’ll be kicking off our United Way campaign on **[date, time]**.

Soon, you’ll receive the official campaign kickoff email that will link you to an easy and secure way to make your pledge to United Way. In the meantime, we invite you to learn more about [United Way of Windham County's Impact](https://www.unitedwaywindham.org/news) in our community.

Join us in helping our community while safely having fun with your co-workers.

Thank you!

**[ECC signature]**

P.S.Did you know that due to new changes in the 2020 tax code your contribution of up to $300.00 can be tax deductible even when you do not itemize!

Email #2: Campaign Reminder (from CEO)

**Synopsis:** Continue to build momentum by having leadership communicate the importance of a campaign, showing support, and encouraging participation.

**Recommended Send Time:** 5 days after Email #1

**From: [CEO name]**  
**To: [company name]** all employees  
**Subject:** Join me in supporting United Way

Dear **[first name]**,

As we prepare for this year’s United Way campaign, I wanted to share why our company remains committed to United Way and its partner agencies.

As members of Windham County, we are all United in wanting to see the communities where we live, work, and raise our children thrive. We want to live in a community where all people have the opportunity to succeed and live full lives. United Way provides vital funding to a safety net of nonprofits that address many needs in our community, for our neighbors, our co-workers, and even our own families.

Now, as we grapple with the effects of COVID-19 and social justice issues, the need in our community – and the strength of this network – is more important than ever.

We know that this year looks different for all of us, and so your gift may not look like last year’s. Rest assured that every gift matters. United Way’s power is that each gift is amplified by the generosity of your colleagues and neighbors to build a brighter future for all.

Next week, you’ll receive the official campaign kickoff email that will link you to an easy and secure way to make your pledge to United Way. In the meantime, we invite you to learn more about [United Way of Windham County's impact](https://www.unitedwaywindham.org/news) in our community.

Thank you.

**[CEO signature]**

P.S.Did you know that due to new changes for the 2020 tax code your contribution of up to $300.00 can be tax deductible even when you do not itemize

Kick-Off

Email #3: Campaign Kickoff and Event Announcement

**Synopsis:** Announce the start of your campaign, share your company’s fundraising goal, and ask your employees to show their support.

**Recommended send time:** Start of your campaign

**From: [company’s ECC]**  
**To: [company name]** employees  
**Subject:** One, two, three … kick off! Join us, **[employee first name]**

Hi **[first name]**,

Today kicks off our 2021 United Way campaign to help local people live their best possible lives. With your support, United Way of Windham County will continue to maintain its strong nonprofit safety net to fuel services and programs that assist people facing poverty, hardship, or adversity in accessing needed resources to thrive in these challenging times.

We invite you to learn more about [United Way of Windham County's Community Impact](https://www.unitedwaywindham.org/news).

This year, we hope to have our most significant impact yet, our goal is **[insert $ campaign goal].** Your gift to United Way allows local people to receive free tax preparation, dental health services, housing and food supports, and so much more!

Help your community and make a gift to United Way of Windham County, today!

Thank you for supporting United Way, **[employee first name]**.

**[ECC signature]**

P.S.Did you know that due to new changes for the 2020 tax code your contribution of up to $300.00 can be tax deductible even when you do not itemize

**Email #4a: Thanks for attending and second event announcement**

**Synopsis:** Focus on an upcoming event in your company’s United Way campaign. Continue to build excitement with your co-workers.

**Recommended send time:** 1-3 business days after kickoff event

**From: [company’s ECC]**  
**To: [event attendee list]**  
**Subject:** TBD

Hi **[employee first name]**,

Thank you to all who joined us at our United Way campaign virtual kickoff! We are excited to see what happens when we are all United to reach our company’s campaign goal to help support the nonprofit safety net in our community. Every dollar counts!

You can help your community today by making a gift to United Way of Windham County. We have another event where you can show your support (without leaving your living room)! Register today for **[event name]**, on **[date].** Register by **[date]** to reserve your spot! **[details about event]**

Thank you for supporting United Way, **[employee first name].**

**[ECC signature]**

PS. Don’t forget to share your generosity with #WindhamUnited across social media!

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**Email #4b: Sorry you couldn’t attend and second event announcement**

**Synopsis:** Focus on an upcoming event in your company’s United Way campaign. Continue to build excitement with your co-workers. Create urgency around a second event for those who did not attend the kickoff.

**Recommended send time:** 1-3 business days after Kickoff Event

**From: [company’s ECC]  
To: [event non-attendee list]**  
**Subject:** TBD

Hi **[employee first name]**,

We’re sorry you couldn’t join us at our United Way campaign virtual kickoff; we missed you! You can still join in the excitement and see what happens when we are all United to reach our company’s campaign goal. Every dollar counts!

You can help your community today by making a gift to United Way of Windham County. We have another event where you can show your support (without leaving your living room)! Register today for **[event name]**, on **[date]**. **[details about event]** Space is limited, so make sure you register by **[date]** so you don’t miss out!

Thank you for supporting United Way, **[employee first name]**.

**[ECC signature]**

PS. Don’t forget to share why you give with your social network using #WindhamUnited.

Campaign Check-Ins

**Email #5: Campaign Video**

**Synopsis:** Check in with employees halfway through your United Way campaign. Remind employees there’s still time left to support your company’s goal.

**Recommended send time:** Halfway through campaign

**From: [company’s ECC]**  
**To: [company name]** employees  
**Subject:** TBD

Hi **[employee first name]**,

We’ve made great progress on our United Way campaign goal. We are [insert x%] of the way to our goal, but we still need your help.

Imagine what our community would look like without our nonprofit safety net. Without access to reliable transportation, it can be harder to keep a stable job. Without places to turn for emergency help, more families would face devastating impacts because of a single crisis.

Assistance through the United Way nonprofit safety net was already in high demand, and as the

COVID-19 crisis continues, it’s under unprecedented stress. [See how](https://www.unitedwaywindham.org/news) United Way helps build a strong foundation for families and individuals throughout Windham County.

Make your pledge today to build a strong safety net for our community. Already made your gift to United Way? Thank you for your continued support and devotion to your neighbors.

We’re almost to the finish line, **[employee first name]**. Help us cross it!

**[ECC signature]**

PS. Don’t forget to register for our **[event name]** happening on **[date]**! Deadline for registrations is **[date]**.

**Email #6: Impact Email**

**Synopsis:** Keep your campaign’s momentum with a reminder to make a gift. Encourage last-minute support; every gift counts!

**Recommended send time**: 3 days to one week before campaign ends

**From: [company’s ECC]**  
**To: [company name]** employees  
**Subject:** TBD

Hi **[employee first name]**,

There are only a few more days left in our United Way campaign! This year, we were all united in a BIG way to impact our community. United Way of Windham County works with nonprofits all over the region to help our community remain strong, stable, and healthy.

For example, Heather has a job and a home and provides for her two children. But with no savings, a car repair becomes too costly. Without transportation, Heather could miss work and even lose her job. The home and family life Heather worked hard to build could be gone in an instant, all because of one unexpected expense. United Way’s nonprofit safety net helps empower Heather to keep working to sustain her family and home.

[Learn more](https://www.unitedwaywindham.org/news) about United Way’s ongoing efforts to provide safety net assistance and help our community respond to unexpected challenges.

Every gift counts. Join your co-workers and make your gift today.

Thank you for your continued support, **[employee first name]**.

**[ECC signature]**

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Campaign Wrap-Up

**Email #7: Spokesperson Video**

**Synopsis:** Give thanks to those who have given and report on goals. Give one final push to give and describe how employee giving impacts the community. Link to spokesperson video for further encouragement.

**Recommended send time:** Last day for gifts

**From: [company’s ECC]**  
**To: [company name]** employees   
**Subject:** Don’t miss your chance to make an impact  
  
Hi **[employee first name]**,

It’s the last day of our United Way campaign! Thanks to your generosity, we have reached **[number]**% of our goal!

This year, **[spokesperson name/title]** served as a spokesperson for our annual campaign. A longtime supporter of United Way, **[spokesperson last name]** explains why this year is more important than ever that those who can support this work, continue to do so. Watch the video here. **[Note: Spokesperson video coming soon and will be shared with you]**

We are all United. Please consider pledging by the end of today, if you haven’t already.

Thank you for your continued support, **[employee first name]**.

**[ECC signature]**

P.S.Did you know that due to new changes for the 2020 tax code your contribution of up to $300.00 can be tax deductible even when you do not itemize

Thank You

**Email #8: Thank You**

**Synopsis:** Thank you for giving, and final reporting of dollars raised. Give stats on how those dollars help the community. Ask for feedback/recommendations for next year.

**Recommended send time:** No later than 1 week after end of campaign

**From: [company’s ECC]**  
**To: [company name]** employees   
**Subject:** We could not have done it without you, **[employee first name]**

Hi **[employee first name]**,

What a great year! Thanks to all of your support, we raised more than **[insert $ amount raised]** for this year’s United Way campaign.

Here’s are examples of your gift at work:

* Fund one (1) transitional apartment and utilities for a month for a previously homeless family
* Three hundred and fifty-two dollars ($352,000) in tax refunds via VITA program
* Three hundred and twenty (320) chef prepared home meals delivered to the community
* One (1) months funding of an afterschool substance use prevention program

This would not have been possible without your generosity and support. Thank you for your participation and taking the time to learn about United Way and its importance in our community.

Haven’t given yet? It’s not too late! **[link to your online giving option]**

Once again, thank you, **[employee first name]**, for joining with us to help our community.

**[ECC signature]**

Optional Campaigns

Young Professionals Group

**Synopsis:** Email campaign targeted to employees 35 and under who want to make a difference in the community. Provide information on membership and benefits.

**Recommended send time:** Day after kickoff

**From: [company’s ECC]**  
**To: [company name]** employees 35 and under  
**Subject:** Young Professionals Group

Hi **[name]**,

Today, as we continue to face social distancing guidelines and our “new normal,” you might be thinking about your role in the community and how to become a part of the solution during these challenging times.

United Way of Windham County’s connects with the next generation of leaders and philanthropists, through the Southern Vermont Young Professionals, through giving, volunteerism, and professional development in the Windham County Region. As a member, you will have the opportunity to:

* Give back to the community through volunteerism
* Acquire essential leadership skills
* Engage with other young leaders shaping our region

With United Way of Windham County, you have the reliable partner needed to make a difference on a much larger scale. As a member of the Southern Vermont Young Professionals, you are part of a community that brings together our region’s problem solvers to work on the most pressing local issues to help people live their best possible lives.

Learn more and join today at [Southern Vermont Young Professionals](https://brattleborodevelopment.com/sovtyps/)

**[ECC signature]**

Leadership Giving

**Synopsis:** Announce the start of your campaign, share your company’s fundraising goal, and encourage leadership to show their support by giving at a leadership level.

**Recommended send time:** Start of your campaign

**From: [company’s ECC]**  
**To: [company name]** leadership team  
**Subject:** Renew your United Way Leadership gift

Hi **[first name]**,

Windham County is facing unprecedented challenges and needs. As our community grapples with the impacts of COVID-19, United Way – and our community – need your leadership now more than ever.

Your gift not only helps people meet their immediate basic needs but also serves as an investment in their future. For example here is what $1000.00 of collective giving at work does:

* Fund one (1) transitional apartment and utilities for a month for a previously homeless family
* Three hundred and fifty-two dollars thousand ($352,000) in tax refunds via VITA program
* Three hundred and twenty (320) chef prepared home meals delivered to the community
* One (1) months funding of an afterschool substance use prevention program

As a Leadership Giver, your gift is amplified by the generosity of so many others to inspire, influence and lead meaningful change.

Thank you for your leadership.

**[ECC signature]**