United Way of Windham County 2025 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.

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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: Campaign Kicks Off Soon |  |  | **Email #2:** Campaign Reminder (from CEO) |  |
| WEEK ONE |
|  | **Email #3:** Campaign Kickoff  |  | **Email #4:** Mid-Campaign Highlight |  |
| WEEK TWO |
|  | **Email #5:** Impact Email  |  |  | **Email #6:** 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 the campaign will be a little different this year and build excitement around 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

Dear [First Name],

In Windham County, our greatest strength lies in how we show up for each other. Whether it's lending a hand to a neighbor or supporting local organizations, every action we take makes a difference. That's why I’m excited to announce our participation in this year’s United Way of Windham County (UWWC) campaign—a chance for all of us to give back to the community we care about.

This year, UWWC is focused on creating new opportunities for the future and expanding its support to build a more equitable and inclusive economy. Their initiatives will provide essential financial counseling to refugees, asylum seekers, individuals with disabilities, and other underserved populations right here in Windham County. UWWC continues to partner with local nonprofit organizations through its Community Impact Committee (CIC), which is made up of dedicated board members who generously donate their time and expertise.

In the past year, UWWC has supported a wide range of initiatives, including the Refugee/Asylum Seekers Perinatal Support Group, the Windham Aging Association, the Last Mile Food Project, West River Valley Mutual Aid, the Greater Falls Community Justice Center, and Groundworks Collaborative. Through counseling, education, and empowerment programs, UWWC is ensuring that everyone—no matter their background—has access to the resources they need to thrive.

Our campaign officially kicks off on [date, time], and you’ll soon receive more information on how to make your contribution and pledge. Together, we can strengthen Windham County and help build a future where every person has the opportunity to succeed.

In the meantime, I encourage you to learn more about [**UWWC’s impact**](https://www.unitedwaywindham.org/sites/unitedwaywindham/files/2023%20Community%20Impact%20Report.pdf) and see how your support will make a lasting difference in our community.

Let’s unite and embrace this season of change by coming together to support our neighbors and make a meaningful impact.

Thank you for being part of this important cause!

Best regards,

**[ECC Signature]**

## **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 of Windham County (UWWC) campaign, I want to emphasize why our commitment to UWWC remains as strong as ever.

Windham County is a community rooted in resilience, where we come together to support each other through both challenges and opportunities. Our shared goal is to create a community where everyone—our neighbors, co-workers, and families—has the chance to succeed and live a fulfilling life. UWWC plays a vital role in making this possible, providing the financial support needed to keep a wide network of local nonprofits thriving.

The recent floods and the ongoing housing crisis have only deepened our awareness of how crucial this safety net is. UWWC has been at the forefront of these efforts, addressing not only these urgent needs but also looking toward the future with programs focused on financial counseling for refugees, asylum seekers, individuals with disabilities, and other underserved populations. Their aim is to help build a more equitable and inclusive local economy where everyone has the resources to thrive.

This year, United Way of Windham County partnered with Ethiopian Community Development Council and Community Asylum Seekers Project to deliver no-cost tax preparation services to their clients who are majority refugees and asylum seekers. The refugee population, of mostly Afghan descent, had never filed a tax return nor had been provided with tax education.

Your participation in this year’s campaign is essential. No matter the size of your gift, your contribution will join with others to create real, lasting change for our community. Together, we can help move Windham County forward, leaving past challenges behind and building toward a stronger, more inclusive future.

Next week, you’ll receive the official campaign kickoff email with a simple, secure way to make your pledge. In the meantime, I encourage you to explore how [**United Way of Windham County’s efforts are directly impacting our community and helping to build a brighter tomorrow.**](https://www.unitedwaywindham.org/sites/unitedwaywindham/files/2023%20Community%20Impact%20Report.pdf)

Thank you for standing with me in supporting this vital cause.

**[CEO signature]**

# **Kick-Off**

## **Email #3: Campaign Kickoff**

**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:** Let’s Build a Stronger Windham County—United Way Campaign Starts Today!

**Dear [First Name],**

Today marks the official kickoff of our 2024 United Way of Windham County (UWWC) campaign, and we’re excited to have you on board as we work together to create meaningful change in our community.

Since 1958, United Way of Windham County has been dedicated to addressing our community's most urgent challenges by harnessing the collective power of local support. Over the years, we’ve faced numerous obstacles together—from unprecedented crises like the COVID-19 pandemic and major floods to ongoing struggles like hunger, racial inequity, and homelessness. Throughout it all, UWWC has remained a steadfast source of hope, providing vital resources and opportunities to individuals and families across Windham County.

Your support helps UWWC continue to build and strengthen its network of local nonprofits, ensuring that essential services remain accessible to the people of Windham County. Whether it’s financial counseling for individuals with disabilities, refugees, and asylum seekers, housing support for those affected by the housing crisis, or enhancing healthcare resources in our region, UWWC is committed to empowering all members of our community to thrive.

This year, we’re setting our sights on an even greater impact by focusing on equitable opportunities for everyone. By working together, we can help our community overcome its challenges and build a brighter, more inclusive future.

We encourage you to learn more about UWWC’s initiatives and see how your contribution—no matter the size—can make a real difference in the lives of our neighbors.

Let’s kick off this campaign strong! Make your gift to United Way of Windham County today, and together, we can create a resilient, more inclusive Windham County for everyone.

**Lead the way – donate today [hyperlink pledge form]**

Thank you for your support. Together, we’re making a lasting impact.

**[ECC Signature]**

# **Campaign Check-In**

## **Email #4: Mid-Campaign Highlight**

Synopsis: Highlight a specific success story or impactful initiative funded by the United Way. Reinforce the campaign’s importance and encourage continued participation.

Recommended send time: Midway through the campaign, after the initial excitement has died down but before the final push.

From: [company’s ECC]

To: [company name] employees

Subject: See Your Impact: A Local Story of Hope and Resilience

Dear [employee first name],

We’re now at the halfway point of our United Way of Windham County (UWWC) campaign, and I wanted to take a moment to highlight just how meaningful your contributions are to the people in our community. Your support is helping us continue our 65-year legacy of addressing pressing needs and creating pathways to opportunity for all.

Recently, UWWC provided critical support to refugee families who had recently arrived in Windham County. Through partnerships with local nonprofits like the Ethiopian Community Development Council and Community Asylum Seekers Project, these families gained access to housing support, healthcare services, and even tax preparation assistance. With the help of our dedicated volunteers, they were able to file their tax returns for the first time, yielding refunds that went toward securing stable housing and essential resources for their future.

This is just one of many examples of how your donations are making a real difference. From advancing health equity to supporting education and helping families regain stability, your contributions are fueling change. Together, we are building a stronger, more resilient Windham County.

What your support funds:

* Financial stability programs, including tax assistance and financial literacy initiatives.
* Warm winter clothing for children through our Kids in Coats program, ensuring over 400 kids stay warm during harsh winters.
* Food security initiatives, supporting local food shelves and community organizations.
* Access to healthcare services and housing support for refugees and asylum seekers.

If you haven’t yet made your gift, there’s still time to be part of this meaningful effort. Every contribution—no matter the size—helps create lasting change. Your generosity is the foundation of a future where every member of our community can thrive.

**Lead the way – donate today [hyperlink pledge form]**

Thank you for all you do for our community!

Best,
[ECC Signature]

## **Email #5: 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:** Last chance to make a difference for Windham County!

**Dear [Employee First Name],**

As we enter the final days of our United Way of Windham County campaign, I wanted to share how our collective efforts are already making a significant impact. Together, we've supported vital initiatives that keep our community resilient and connected, ensuring that no one faces hardship alone.

Your contributions will power vital programs that offer financial counseling to underserved communities, provide housing support to families in crisis, ensure that hundreds of children receive warm winter clothing each year, and provide dental care and tax preparation assistance to refugee families.

By addressing the immediate needs of our neighbors, we are building a stronger, more inclusive community for everyone, and ensuring they have a safe and stable place to call home. These are just a few examples of how your generosity is opening doors to opportunity and strengthening the safety net for everyone in Windham County.

With only a few days left, we need your help to keep this momentum going. Every donation—large or small—plays a crucial role in maintaining our local safety net and helping Windham County thrive. Together, we’re creating a future where everyone has the support they need to overcome challenges and build brighter tomorrows.

Thank you for all you do for our community, and let’s make this final push count!

**Lead the way – donate today [hyperlink pledge form]**

**[ECC Signature]**

# **Campaign Wrap-Up**

## **Email #6: Thank You**

What an incredible few weeks! Thanks to your generosity, our United Way of Windham County campaign has made a meaningful impact, and we couldn’t have done it without you.

Your support is already creating real, lasting change in our community. Here are just a few ways your contribution will continue to make Windham County a stronger, more compassionate place:

* Provide emergency financial assistance to families facing unexpected hardships, helping them stay afloat during tough times.
* Enable access to vital dental care for children and adults in need, improving overall health and well-being.
* Deliver resources for financial literacy programs, equipping individuals with the skills to better manage their finances and secure a more stable future.
* Support essential services for senior citizens, ensuring they receive the care and companionship they need to live with dignity.

Because of you, these programs and many others will continue to lift up those who need it most, ensuring everyone in Windham County has the chance to thrive.

If you haven’t had the opportunity to give yet, there’s still time to contribute and be part of this incredible effort!

**Lead the way – donate today [hyperlink pledge form]**

Thank you again for your generosity and commitment to building a brighter future for our community. Together, we’re making Windham County a better place for all.

Best regards,

**[ECC Signature]**