

SAMPLE CAMPAIGN

ANNOUNCEMENTS



United Way
of the Blue Mountains

Letters/emails endorsing the campaign are a powerful tool, and should be personalized as much as possible. This sends a clear message that the campaign, as well as the individual employee, is important. And, remember to thank employees at the end of the campaign! Their generosity and caring deserves to be recognized.

When to Use a Letter?

- As a warm up to the campaign
- Send to employees a week before you begin meetings
- Include as a payroll stuffer a week before you begin your campaign
- Thank employees for their generosity after the campaign

COMMITTEE RECRUITMENT LETTER

Dear [Name],

We are making plans for the 20-- [Company Name] United Way campaign, and I hope you will serve as a member of the campaign steering committee. We need devoted, passionate people like you to represent the different areas of our company and help us run an effective and successful campaign.

As a campaign committee member, you will play a key role in educating, energizing and inspiring action among our employees. You will participate in planning and implementing a campaign strategy that is tailored to our company's culture and you will organize fun and educational events that engage your co-workers.

Serving on our campaign steering committee also is a great way to sharpen your leadership skills and make new friends while helping spread the United Way message throughout our company.

The time and effort you contribute as a member of our campaign steering committee is most appreciated. You will feel good knowing that you've helped United Way improve individual lives, tackle long-term community issues and make a lasting difference in the quality of life we all enjoy.

Thank you for doing something inspiring with the United Way!

Sincerely,

(CEO, Campaign Chair or Coordinator)

CEO LETTER TO CURRENT/POTENTIAL LEADERSHIP GIVERS

Dear Executive,

Our company has always demonstrated through our contributions our belief that an investment in United Way is an investment in the community. Not only has (Company) distinguished itself as a leader in our field, but also as a leader in caring and giving to our community.

Again this year we have an opportunity to lead by example by participating in United Way's Leaders in Giving. By giving an annual personal gift of \$500 or more through the United Way campaign, you play a big role in helping address the increasing needs of our community. It also sends a clear message that you believe United Way is the best way to care for our community.

Please note that your decision to give to the campaign at any level is a personal one. Should you need additional information to make an informed decision, please do not hesitate to ask our United Way Campaign Coordinator.

If you decide to participate, please complete and return the forms provided to you by (Name), our company's Employee Campaign Coordinator. They will provide an additional form for you to complete for recognition purposes. Although you may choose to remain anonymous, United Way believes that publicizing leadership contributor's names sets a positive example for other donors who also might be able to give at the leadership level. Thank you in advance for your consideration, and for helping (Company Name) Live United.

Sincerely,

(CEO / Manager)

KICKOFF ANNOUNCEMENT

Dear Employee,

Please mark (Date) on your calendar as the kick-off for (Company's) annual United Way fund-raising effort. This year's campaign will run from (Date To Date) and our Campaign Coordinator (Name), has put together a series of exciting events for us to participate in and support.

(Company Name) cares deeply about our community and the quality of life that makes the _____ area unique. And United Way focuses resources to provide solutions for our community's most pressing problems.

Through our contributions, we can make sure help is there for families, co-workers and friends. United Way assures that a broad range of services is available to help local people become healthy and successful in their lives. I believe that supporting United Way is a

sound decision. We will have a chance to learn more about United Way during our upcoming kickoff rally.

(Company Name) is proud to support United Way of the Blue Mountains. See you all at the kickoff.

Sincerely,

(CEO/Manager)

SAMPLE EMAILS

Campaign Announcement

TO: All Staff

RE: Coming Soon...(#give5) United Way Annual Campaign

Mark your calendars. (COMPANY's) United Way of the Blue Mountains campaign begins (DATE). Please join me, our Workplace Campaign committee, and management team as we change lives by investing in our community through United Way. Lots of fun and interesting activities are planned for our campaign. You will also learn how you can #give5 and how your generous contributions are improving lives right here in your own backyard.

Stay tuned for more details.

Campaign Kick Off

TO: All Staff

RE: United Way Annual Giving Campaign KickOff Today

Bring your enthusiasm to (COMPANY's) United Way of the Blue Mountains campaign kickoff! Everyone is invited to take part in EVENT today in the LOCATION at TIME. COMPANY employees and United Way of the Blue Mountains are united in the belief that what matters are results. Together we recognize that solving the root causes of our community's most urgent problems takes a considerable investment of private dollars; that is why your contribution to United Way of the Blue Mountains is important.

Reminder Mid-Campaign

Dear Friends,

We are already halfway through our United Way (CAMPAIGN NAME) Campaign! Thanks to all of you who have already submitted your pledge card; your investment in our community

means you understand United Way's mission of advancing the common good in our community.

We are better when we give, advocate and volunteer. United Way helps to create opportunities for a better life by focusing on quality education that leads to a stable job, an income to support a family through retirement, and supporting families and the developmental needs of children. Together, we can inspire hope and create opportunities for a better tomorrow.

Our campaign will wrap up on (DATE). If you haven't already, please complete your pledge cards and return them before then. We hope to announce our total campaign results by (DATE).

Thank you again for your attention to this important community investment. I am proud to say (COMPANY NAME) makes an impact!

Sincerely,

Mid-Campaign Email from CEO

Dear (Employee),

We are almost half way through our United Way campaign and I would like to take a moment to encourage your support. By joining United Way's mission of improving lives right here in our community, you are helping to create a ripple effect of lasting changes . United Way and (COMPANY NAME) know that everyone has a role to play in advancing the common good by creating opportunities for a better life for all.

United Way believes investing in our community is an important responsibility. And when you give to United Way your return on investment is more children receiving a quality education, more families with the financial stability to remain independent and more individuals with the supports they need for healthy living.

Last year, we raised <\$> in our United Way campaign, company-wide. United Way efficiently puts those dollars to work by ensuring that more than 84 cents of every dollar is invested in programs and partners which create long-lasting changes that prevent problems from happening in the first place.

I am proud of our accomplishments and the impact we have made. Our support taps into the passions and strengths of our communities, creating an environment where people come together every day to make our region a better place for all of us to live. We invite you to be a part of the change by joining the United Way movement.

Together we can inspire hope and create opportunities for a better tomorrow.

Thank you,

Announce Results To Date

TO: All Staff

RE: UPDATE: United Way Annual Giving Campaign

Thank you (COMPANY) employees! Because of you, we've reached _____% of our \$_____ goal. Last week's (EVENT) was a great success because of your participation. (If something stood out from the event, mention here)

There is still time to complete and submit your pledge form by DATE, so that we can reach our goal of \$_____ (or your participation goal).

Have questions? Please stop by, say hello and I'll answer questions you have about contributing to the United Way (name of campaign) campaign (and other choices you may offer your employees).