



SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

The following are examples of messages you can send via memos or emails to enhance your company campaign.

Campaign Kick-Off Messages

CEO Announcement of Campaign Coordinator:

Dear (EMPLOYEE NAME):

Investing in our community is important to (COMPANY NAME) and right now we can demonstrate our support by participating in the United Way of the Cape Fear Area's annual workplace campaign. I am pleased to announce that (EMPLOYEE CAMPAIGN COORDINATOR) has agreed to lead and coordinate our campaign this year. I know he/she will appreciate your support to make this our most successful campaign yet. In this challenging economy, our community needs our support more than ever. Together we have a significant opportunity to create a brighter future for everyone, especially children, families and individuals who face barriers on their journey to self-sufficiency. Please support United Way's campaign to the fullest and join me in thanking (COORDINATOR NAME) for his/her commitment to LIVE UNITED.

Announce Campaign – from CEO:

Dear (EMPLOYEE NAME):

Did you know that United Way is our community's leader in tackling the most challenging issues facing the Cape Fear Area? And that partner agencies must meet strict criteria for funding? Last year, employees at (COMPANY NAME) raised (\$ AMOUNT) to strengthen and support our community through United Way. Our generosity helped to make an impact in the lives of over 150,000 of our neighbors. Our community benefited from United Way programs ranging from after school and kindergarten-readiness programs that helped more children succeed in school to emergency shelter programs that kept battered women and children safe in times of crisis. United Way programs provided wide-ranging counseling services for families, individuals, and children experiencing trauma and other challenges and services to our community's homeless who sought transitional and permanent housing. United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way and (COMPANY NAME) offers you the ease of payroll deduction to donate. Please take time this year to learn more about how United Way is making our community a better place to live, and consider joining me and many other employees who pledge a gift.

Announce Campaign – from CEO:

Dear (EMPLOYEE NAME):

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. For more than 75 years, United Way of the Cape Fear Area has been there



for our whole community, including our co-workers and family members. (COMPANY NAME) supports United Way not only because it demonstrates our commitment to the community, but because it's a smart investment—they deliver results with programs that help people every day and by working on the underlying causes of problems for a better tomorrow. We have set a goal to raise (\$ AMOUNT) and will be hosting several events over the next few weeks. During our campaign, you'll be hearing more about ways you can improve lives when you give, advocate and volunteer with United Way. Giving a gift to United Way is one of the easiest, most convenient ways to make a difference in thousands of lives. In fact, United Way funded programs directly served over 130,000 people in 2016; likely, someone you know benefited directly from your donation. The choice to participate is, of course, a personal one. If you choose to give, simply complete the pledge form and return it to (NAME/DEPARTMENT) by (DATE). I want to thank each one of you for just considering a contribution.

Announce Campaign – from Campaign Coordinator:

This year our United Way campaign begins on (DATE). We have many fun and interesting activities planned. The United Way campaign is our opportunity to extend a hand and help our neighbors in need. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

Announce Campaign – from Campaign Coordinator:

How would you like to make a real impact in your community? On (DATE), we will be kicking off (COMPANY NAME's) United Way Campaign. By giving to United Way, you can change the world, right here at home. Last year, our company raised (AMOUNT) to help numerous nonprofit programs address some of our community's pressing problems. This year, we are going to follow that with even more success! This is a great opportunity for you to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation.

Announce Campaign Kickoff – from Campaign Coordinator:

Bring your enthusiasm to (COMPANY NAME'S) United Way campaign kickoff! Everyone is invited to participate in a (EVENT – DATE-TIME-LOCATION). Hear about how your contributions work to create opportunities for a better life for all.

Announce Campaign Kickoff – from Campaign Coordinator:

You are invited to a/the (EVENT NAME) as we kickoff (COMPANY NAME's) 2019 United Way campaign. Date: Time: Location: Don't miss this opportunity to learn how our contributions make it possible for United Way programs to help people in our own community. (NAME OF UNITED WAY STAFF/VOLUNTEER) will be joining us to explain how United Way is focusing on the needs and share some stories of how the money is being put to good work. Together, we change lives, shape communities. See you at the fun!



Kick Off Event – CEO Invite

Mark your calendars. (COMPANY NAME) United Way's Campaign will kick off on (DATE). This year's campaign will run through (DATE). Our Campaign Coordinator (NAME) has some fun and interesting activities planned for our participation and support. (COMPANY) knows that a healthy community supports a healthy workforce. It takes the whole community working together to bring about lasting change. By focusing on common goals that are the basic things we all need for a good life – we will create a better tomorrow for everyone. We all win

when our children are successful in school and life. We all win when our families are financially stable. And we all win when children are on track and adults are healthy and engaged. Come find out how your investments change lives. (COMPANY) is proud to support the United Way of the Cape Fear Area. See you at the kickoff!

Campaign Ending Communications

CEO Campaign Ending Date Announcement

United Way of the Cape Fear Area is about making investments that strengthen the region by addressing the root causes of problems. They are focused on changing conditions and bringing about long-lasting change for our entire community. Your contribution to United Way will go to support the proud tradition of helping people who struggle to make ends meet. It will also be turned into investments in the building blocks of a great community; our children, families, and neighborhoods. (COMPANY NAME) is proud to support the work of the United Way of the Cape Fear Area through a corporate contribution and by endorsing the employee campaign. If you have already submitted your pledge form, thank you. (COMPANY NAME) United Way campaign will be wrapping up on (DATE) and we are asking that all pledge forms be returned by this date. We hope to announce the total amount of all employee contributions by (DATE). Thank you for supporting our community!

Invitation to Give Accept the Challenge: Company Match

Because (COMPANY NAME) believes in investing in our community, we will match your United Way donations by contributing an additional (MATCH DETAILS). Join with us and to help make a difference in our community. Campaign Progress Reports RE: United Way Campaign Progress Congratulations (COMPANY NAME) employees! We've reached _____% of our goal. Last week's (SPECIAL EVENT NAME) was a great success thanks to your participation and (put in highlight from the event). Please turn in your pledge cards by (DATE), so that we can achieve our final goal of (AMOUNT). I'm proud to be part of this exciting effort to create opportunities for a better life for all. Please stop by and say hello. I'd be happy to answer any questions you have about giving to United Way.

RE: The Power of Your Gift

Everyday your gift helps people in our community who struggle to have the necessities of life. Everyday your gift works to help our children be successful in school, our families become financially stable, and everyone make healthy choices. A donation of as \$2/week can help a child, who may not eat all weekend, receive a backpack full of food to make it through. Your gift really does matter!

RE: How Your Donation is Used



Remember part of giving back to your community is giving of your time and your talents. Your donation supports numerous nonprofit programs and services. Visit the United Way website at www.uwcfa.org and find some volunteer opportunities today. (If your company offers any special incentives to employees to volunteer –give specifics)

Post Campaign Messages

Congratulations

Congratulations (COMPANY) employees. Thanks to all of you, our total employee contributions this year for our United Way campaign was (\$ AMOUNT). That's a record setting year and is (xx%) above our goal. Your contributions to the United Way help improve lives right here in our own community. Together, we can get results and accomplish more than any single group can on its own. These are results that ripple out to the community as a whole. Your generosity is greatly appreciated. I am proud to be part of a team that is committed to building a stronger community for everyone.

CEO Thank You - Volunteers

We have just finished our United Way campaign and I'm happy to report it was very successful! Because you gave generously, we were able to raise (\$ AMOUNT) to help continue to provide the vital services in our community who each year helps our friends, neighbors and colleagues. I am extremely proud of you and the level of commitment shown by all of us at (COMPANY NAME). Thank you!

CEO Thank You – General - Employees

Thank you for your generosity in supporting this year's annual United Way employee campaign. This year (#) employees contributed (\$ AMOUNT) to this year's campaign. I am proud that (COMPANY NAME) is a part of the important community work that United Way does to address what matters most to our community – helping our most vulnerable – helping our children achieve their potential, families become financially stable and everyone live healthy. The donations you make to United Way help build a better life for everyone. Everyone knows donations are critical to United Way's work. Giving comes in many forms – so if you or someone you know is interested in finding the right volunteer opportunity – check out United Way's website at www.uwcfa.org. Search their database for up-to-date opportunities posted by area non-profits. Whether you're a donor, a volunteer, or both, thank you for taking an active role in making our community a healthy, vibrant place to live and work.

