SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

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

CAMPAIGN KICK-OFF MESSAGES

THE INVITATION

Send time: Campaign launch day

Sender: Employee Campaign Coordinator (ECC)
Subject: Are you ready to make a difference? United, WE THRIVE!

[NAME]/Friend,

Today’s the day! We’re launching our 2020 United Way of the Cape Fear Area campaign — and with your support, all of us here at [COMPANY NAME] can help tackle the biggest problems the Cape Fear region is facing and help create an environment of opportunity for all.

Whether you’re passionate about education, health, financial stability or helping support basic needs, with United Way, you become part of the solution. Together, we can build stronger communities of healthy children and families, thriving economic conditions, and quality education options.

By pledging your support, you and your co-workers can help us achieve our goal of [MONETARY GOAL/DESCRIPTION]. The best part? Your charitable contribution stays local, and you see the results in your own backyard!

Visit www.uwcfa.org today, or click HERE to access your pledge form.

Thank you in advance for showing our community what we’re all about here at [COMPANY NAME]. We’re so lucky to have you!

#hereforcapefear!

[SIGNATURE]
Hi there,

I would like to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2020 United Way campaign.

The critical work of United Way of the Cape Fear Area in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

When you give to United Way, you are changing lives and helping improve the region that we call home. Your support will help build stronger neighborhoods, increase racial equity, and improve the systems that serve our children and families.

I encourage you to learn more about the impact of United Way’s work at www.uwcfa.org.

I’m immensely proud of our team for supporting such a great cause, and I’m excited to see what we accomplish together.

Thank you for being a part of something bigger — see below for more details! Visit www.uwcfa.org today, or click HERE to access your pledge form.

#hereforcapefear!

[SIGNATURE]
Every member of our community deserves to achieve their potential, but the hard truth is, children born into poverty in our region have virtually no chance of escaping it - and this must change.

To break this cycle, we each need to ask what we can do to make a difference.

"Life's most persistent and urgent question is, what are you doing for others?"
- Martin Luther King, Jr.

Your United Way has stepped up to the plate, opened doors, and tirelessly works to create opportunities to meet the needs of our citizens. They are the stop talking, start doing, band together, and take on the impossible, task masters.

From New Hanover to Pender, from Brunswick to Columbus County, UWCFA is meeting greater needs with fewer resources. Their commitment has not wavered. Together, we are proving that hope is not quarantined, compassion is not isolated, and we must all stand together and take action.

Now more than ever, we can not waver in ensuring the critical, civic responsibility we all share in providing for the most vulnerable in our community. Your generosity makes a huge difference. Visit www.uwcfa.org today, or click HERE to access your pledge form.
INSPIRE/MOTIVATE E-MAIL (New Hanover County)
Send time: Beginning of week 2

Sender: Employee Campaign Coordinator (ECC)
Subject: United, We Feed Hungry Bellies

United Way is transforming lives! We are fighting so kids don’t go to bed hungry. We value a quality education and know that it that is the KEY to establishing a strong community. We believe everyone deserves access to quality healthcare. Your United Way is focusing on every person, working together to ensure a safer, healthier, more stable place for you and YOUR family - YOUR grandchildren, and YOUR neighborhood.

DID YOU KNOW? A donation of $10.00 per week can feed a child every weekend for a month in New Hanover County through the backpack program!

“United Way has helped build NourishNC into a sustainable, transparent and effective nonprofit. By connecting NourishNC with funding, volunteers and guidance, United Way has been instrumental in ensuring that NourishNC can provide nutritious food to hungry children right here in our community.”

- Steve McCrossan,
  Executive Director, NourishNC

Making a difference is easy! Click HERE to access your pledge form. Every gift counts and amplifies our impact.

[SIGNATURE]
United Way is transforming lives! We are fighting so kids don’t go to bed hungry. We value a quality education and know that it is the KEY to establishing a strong community. We believe everyone deserves access to quality healthcare. Your United Way is focusing on every person, working together to ensure a safer, healthier, more stable place for you and YOUR family - YOUR grandchildren, and YOUR neighborhood.

**DID YOU KNOW?** A donation of $5.00 per week can feed a child every weekend for a month in Pender, Brunswick, or Columbus counties through the backpack program!

“**United Way** has helped build **NourishNC** into a sustainable, transparent and effective nonprofit. By connecting NourishNC with funding, volunteers and guidance, United Way has been instrumental in ensuring that NourishNC can provide nutritious food to hungry children right here in our community.”

- **Steve McCrossan,**
  *Executive Director, NourishNC*

Making a difference is easy! Click [HERE](#) to access your pledge form. Every gift counts and amplifies our impact.

[SIGNATURE]
CAMPAIGN REMINDER/ "LAST CALL" E-MAIL
Send time: Day before the end of campaign

Sender: Employee Campaign Coordinator (ECC)
Subject: LIVE UNITED: You are part of the solution.

If you’ve been waiting for the right time to join our United Way campaign, the time is NOW! YOU can be a Game Changer!

Today is the last day to [PLEDGE/GIVE]. Join [PARTICIPATION RATE]% of your co-workers who have represented [COMPANY NAME] and committed a charitable contribution to United Way.

Click HERE to access your pledge form. Every gift counts and amplifies our impact.

Your [PLEDGE/GIFT] will send a loud and clear message that [COMPANY NAME] is investing in the future of the greater Cape Fear area.

Thank you for your consideration in making a difference. United, WE THRIVE!

[SIGNATURE]
I just wanted to drop a line to say — **THANK YOU**!

The numbers for this year’s United Way campaign are absolutely incredible. I’m so proud of all of you here at [COMPANY] who stepped up to fight for the education, health and financial stability of every person in our greater Cape Fear community.

Your compassion, care, and hard work is transforming lives.

Thanks again,

[Signature]
THANK YOU ACKNOWLEDGEMENT E-MAIL

Send time: End of campaign

Sender name: Workplace campaign coordinator
Subject: [IF HIT GOAL>> We did it! // IF NOT>> Thank you!]

Join me in celebrating our incredibly successful United Way campaign! It takes teamwork to change lives, and today, I could not be more proud!

I'm thrilled to report:

[COMPANY NAME] employees gave $[DOLLARS PLEDGED] to United Way of the Cape Fear Area.

[PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way of the Cape Fear Area.

From all of those who will be supported by your gift, I extend my warmest gratitude. Thank you for standing up for this community! You ARE a Game Changer!

Warmest regards,

[signature]
LEADERSHIP DONOR SOLICITATION (OPTION 1)

Sender: CEO or Leadership Giving Chair
Subject: Feel like taking it one step further?

Dear [NAME],

As our 2020 United Way campaign gets underway, I’m reaching out you, as one of the most generous, caring individuals I know, to ask if you’ll go above and beyond for our community. By making a Leadership Gift of $1,000 or more, you can join me in becoming an ultimate game-changer, and an active part of the solution.

I give to United Way because I know my gift supports programs that create opportunities for thousands of families in neighborhoods across our region.

Consider what your leadership gift can do:

- **$1,000 gift** pays the rental and utility deposits to move a homeless family with children from emergency shelter to a stable home of their own.
- **$2,500 gift** provides diapers for 10 babies for an entire year.
- **$5,000 gift** provides healthcare for approximately 14 individuals for an entire year.
- **$10,000 gift** repairs a roof for 3 low-income seniors.
- **$15,000 gift** provides approximately 103 abused or neglected children who need long-term respite campus care with food, clothing, shelter, medical, counseling, education, recreation, and spiritual guidance and 24 hour supervision.
- **$20,000 gift** can provide after-school programming, snacks, and an evening meal for 20 kids, keeping them safe and off of the streets.

“My husband volunteers on the investment team spending 80 hours a year... I love United Way because they are great financial stewards of my money – programs are not duplicated and we are doing our very best we can to kids and people in need”

- LISA LEATH -
  Leath HR Services

United Way of the Cape Fear Area understands is that most folks want to know someone is planning and preparing for the future, SOMEBODY CARES.

I hope you will join me in supporting this worthwhile organization as a Leadership Giver! To access your pledge form, please click HERE, or visit www.uwcfa.org to give today.

Sincerely,

[signature]
LEADERSHIP DONOR SOLICITATION (OPTION 2)

Sender: CEO or Leadership Giving Chair
Subject: Feel like taking it one step further?

Dear [NAME],

As our 2020 United Way campaign gets underway, I’m reaching out you, as one of the most generous, caring individuals I know, to ask if you’ll go above and beyond for our community. By making a Leadership Gift of $1,000 or more, you can join me in becoming an ultimate game-changer, and an active part of the solution.

I give to United Way because I know my gift supports programs that create opportunities for thousands of families in neighborhoods across our region.

Consider what your leadership gift can do:
- **$1,000 gift** pays the rental and utility deposits to move a homeless family with children from emergency shelter to a stable home of their own.
- **$2,500 gift** provides diapers for 10 babies for an entire year.
- **$5,000 gift** provides healthcare for approximately 14 individuals for an entire year.
- **$10,000 gift** repairs a roof for 3 low-income seniors.
- **$15,000 gift** provides approximately 103 abused or neglected children who need long-term respite campus care with food, clothing, shelter, medical, counseling, education, recreation, and spiritual guidance and 24 hour supervision.
- **$20,000 gift** provides after-school programming, snacks, and an evening meal for 20 kids, keeping them safe and off of the streets.

“The Cape Fear Region is a special place, and my choice to work, live and play. Even with all of the beauty and prosperity, there are many people who struggle daily to meet basic needs. I choose to give to the Cape Fear Area United Way because it’s an easy and effective way to help... I want my contribution to help people living in my community; I want to be part of an effort that changes lives. I trust the Cape Fear Area United Way to do this because they know how to mobilize resources and help my neighbors in need.”

- JULIE WILSEY -
  Director, Wilmington Airport

United Way of the Cape Fear Area understands is that most folks want to know someone is planning and preparing for the future, SOMEBODY CARES.

I hope you will join me in supporting this worthwhile organization as a Leadership Giver! To access your pledge form, please click HERE, or visit www.uwcfa.org to give today.

Sincerely,

[SIGNATURE]
LEADERSHIP DONOR SOLICITATION (OPTION 3)

Sender: CEO or Leadership Giving Chair
Subject: Feel like taking it one step further?

Dear [NAME],

As our 2020 United Way campaign gets underway, I’m reaching out you, as one of the most generous, caring individuals I know, to ask if you’ll go above and beyond for our community. By making a Leadership Gift of $1,000 or more, you can join me in becoming an ultimate game-changer, and an active part of the solution.

I give to United Way because I know my gift supports programs that create opportunities for thousands of families in neighborhoods across our region.

Consider what your leadership gift can do:

- **$1,000 gift** pays the rental and utility deposits to move a homeless family with children from emergency shelter to a stable home of their own.
- **$2,500 gift** provides diapers for 10 babies for an entire year.
- **$5,000 gift** provides healthcare for approximately 14 individuals for an entire year.
- **$10,000 gift** repairs a roof for 3 low-income seniors.
- **$15,000 gift** provides approximately 103 abused or neglected children who need long-term respite campus care with food, clothing, shelter, medical, counseling, education, recreation, and spiritual guidance and 24 hour supervision.
- **$20,000 gift** provides after-school programming, snacks, and an evening meal for 20 kids, keeping them safe and off of the streets.

[INSERT LEADERSHIP VIDEO]

United Way of the Cape Fear Area understands is that most folks want to know someone is planning and preparing for the future, SOMEBODY CARES.

I hope you will join me in supporting this worthwhile organization as a Leadership Giver! To access your pledge form, please click [HERE](#), or visit [www.uwcfa.org](http://www.uwcfa.org) to give today.

Sincerely,

[signature]
LEADERSHIP DONOR ACKNOWLEDGMENT E-MAIL

Sender: CEO or Leadership Giving Chair  
Subject: United, WE THRIVE!

Dear [NAME],

Thank you for your generous support of our 2020 United Way campaign. Your leadership contribution helped [COMPANY NAME] raise $[DOLLARS] this year. Your generosity demonstrates your commitment to helping United Way fight for the education, health and financial stability of every person in our community.

Leadership donors — like you! — create solutions for some of the toughest issues facing our neighbors in the Cape Fear area. Your generosity makes it possible for United Way to continue building stronger neighborhoods, increasing racial equity and improving the systems that serve our children and families.

Thank you for your generosity and community spirit. I’m honored to stand beside you!

[SIGNATURE]
COMMITTEE RECRUITMENT LETTER

Sender: Employee Campaign Coordinator (ECC)
Subject: Change the game: Join our United Way committee!

Dear [Name],

We are making plans for the 2020-2021 United Way campaign and I would be delighted if you would serve as a member of the campaign committee! We need passionate people like you to represent [Company] and help us reach our campaign goals.

As a member of the campaign committee, you will play a key role in educating, energizing, and inspiring action among our employees. You will help plan and implement our campaign strategy, as well as organize fun, educational events that engage our co-workers.

The time and effort you contribute as a member of our committee is truly appreciated. Thank you for helping United Way fight for the education, health and financial stability of every person in our community.

#hereforcapefear!

Sincerely,

[CEO, Campaign Chair, or Coordinator]