

# WORKPLACE CAMPAIGN SAMPLE COMMUNICATIONS

*THE FOLLOWING ARE EXAMPLES OF MESSAGES THAT CAN BE SENT VIA MEMO OR EMAIL  
TO ENHANCE YOUR COMPANY'S CAMPAIGN*

## THE INVITATION

### SEND TIME: CAMPAIGN LAUNCH DAY

**Sender:** Employee Campaign coordinator (ECC)

**Subject:** Are You Ready to Make a Difference? United, WE THRIVE!

Do you believe one person can make a difference? I do.

So does **[COMPANY NAME]** which is why we are asking you to join us in supporting the United Way of the Cape Fear Area which creates and strengthens lasting and innovative solutions that are necessary for our neighbors, coworkers, and friends to become healthy and successful.

Whatever you're passionate about, United Way provides you the easy opportunity to become part of the solution.

Together we can provide the educational, health, and financial programs and resources local families and individuals need to thrive.

Our team has accepted the challenge to raise **[MONETARY GOAL]** and you can help by pledging your support today.

Access your pledge form **HERE** or by visiting [www.uwcfa.org](http://www.uwcfa.org) where you can learn more about UWCFA's efforts and vision to create a healthy, safe, and prosperous community.

**[SIGNATURE]**

# WORKPLACE CAMPAIGN SAMPLE COMMUNICATIONS

## SAMPLE IMPACT: FOOD INSECURITY

SEND TIME: MID CAMPAIGN

**Sender:** Employee Campaign coordinator (ECC)

**Subject:** United, We Feed Hungry Bellies

Did you know just \$5.00 a week can feed a child every weekend through the backpack program? A donation of \$40.00 can feed a family in need for an entire month through Mother Hubbard's Cupboard.

United Way transforms lives and that starts by ensuring our friends, families, and neighbors have access to proper nutrition and that no child in their four-county service area goes to bed hungry.

Last year alone over 843,000 meals were provided for families struggling with food insecurity and this is just one example of the power your contribution has and demonstrates how United Way of the Cape Fear Area is uniquely positioned to leverage resources to amplify the impact of every gift received to do the most good in our community.

[Watch this short video to learn about what Nourish NC is doing to address food insecurity in our region.](#)

Help feed a local family today by filling out your pledge form **HERE** or by visiting [www.uwcfa.org](http://www.uwcfa.org).

[SIGNATURE]

# WORKPLACE CAMPAIGN SAMPLE COMMUNICATIONS

## SAMPLE IMPACT: EDUCATION

SEND TIME: MID CAMPAIGN

Sender: Employee Campaign coordinator (ECC)

Subject: United We Teach

This Fall we want to do our part to ensure kids in our communities have a safe, healthy place to go after school.

That's why we're teaming with the United Way of the Cape Fear Area who helps fund and collaborate with community impact partners to deliver the most good.

Last year, through partners like the Brigade Boys & Girls Club, Cape Fear Literacy Council, and the Child Development Center they were able to deliver over 4,000 students supportive services to help them achieve success in school.

**A donation of \$30.00 a month covers the cost of recreational activities for an abused or neglected child for an entire month and a gift of \$100 dollars helps a student obtain their GED.**

[Check out this video to learn more about the Brigade Boys & Girls club and how they are using these funds to empower, encourage, and elevate learners in our region.](#)

Education is a cornerstone for success and you can make a commitment to better the life of a student in our area today by accessing and filling out the pledge form **HERE** or visiting [www.uwcfa.org](http://www.uwcfa.org).

[SIGNATURE]

# WORKPLACE CAMPAIGN SAMPLE COMMUNICATIONS

## SAMPLE IMPACT: DISASTER RECOVERY

SEND TIME: MID CAMPAIGN

**Sender:** Employee Campaign coordinator (ECC)

**Subject:** We are HERE FOR CAPE FEAR

Whenever disaster strikes the United Way of the Cape Fear Area is ready to use their experience, networks, and capacity to address even the most devastating events.

By raising funds, collaborating with community impact partners, and mobilizing volunteers, UWCFA helps our communities prepare for and respond to disasters in real time with on the ground disaster recovery that lasts long after first responders go home.

Resources such as [NC 211](#) are always available 24/7 with specialists eager to help with FREE and confidential information on health and human services and other necessary resources within our community.

Support these efforts by using **THIS** form or visiting [WWW.uwcfa.org](http://WWW.uwcfa.org) to make a pledge today.

[Watch this video to learn more about how United Way and the Red Cross work together to support our communities when it's needed most.](#)

[SIGNATURE]

# WORKPLACE CAMPAIGN SAMPLE COMMUNICATIONS

## THANK YOU

**SEND TIME: END OF CAMPAIGN**

**Sender: Employee Campaign coordinator (ECC)**

**Subject: YOU Make a Difference**

It takes teamwork to change lives and together we provided the funds to change thousands.

**[COMPANY NAME]** employees have pledged \$**[DOLLARS PLEDGED]** to United Way of the Cape Fear Area.

**[PARTICIPATION RATE% OR # OF EMPLOYEES]** of **[COMPANY NAME]** employees gave to the United Way of the Cape Fear Area.

Your contribution will help our neighbors find pathways out of poverty, ensure children have the nutrition they need to excel in school, and will provide necessary healthcare for our most vulnerable populations.

Thank you for taking an active role in making our community more healthy, safe, and prosperous for everyone.

**[SIGNATURE]**