**Sample E-mail Messages:**

**Kick-off e-mail**

**Subject: Uniting to Thrive**

Today is the beginning of your United Way campaign at Company Name and we are asking you to join us in lifting 10,000 community members to financial stability by 2033. Together, we can improve the lives of our family members, neighbors, and friends who are working hard every day but still struggling to pay the bills.

You might feel like it’s impossible to tackle issues like access to childcare, hunger, or mental health, but your United Way gift can join others to solve those big challenges on a scale no single organization or individual can accomplish on their own.

This is your chance to live a life of purpose and compassion. This is your chance to lift others up here in CITY/COMMUNITY. Uniting to Thrive!

You will make a difference for thousands of people in our community with your gift—and a gift of $52 or more will qualify you for the [2023 Sweepstakes!](https://www.unitedwaymc.org/campaign-resources)

What does United Way do? [| United Way of Marathon County (unitedwaymc.org)](https://www.unitedwaymc.org/)

Campaign Dates: \_\_\_\_\_\_\_ to \_\_\_\_\_\_\_

How to Give: [link to epledge if applicable] or list here how to get a pledge form from your company. If your company offers a match, mention it here. You can also include information about your campaign goals.

You have the power to do good. United Way can amplify your impact.

Thank you,

[e-mail signature block from sender block]  
*Sender options: Company CEO, Company Campaign Leader or UW*

**Reminder e-mail**

**Subject: Change Doesn’t Happen Alone**

We are already halfway through our United Way Workplace Giving Campaign! Thank you to all of you who have already submitted your pledge form (or made your pledge online); you understand how important it is to invest in our amazing community.

Your contribution will be invested in programs and services that meet the most pressing needs in our local community. For example, United Way funding provided childcare assistance to 109 families: relieving the financial strain on their households.

Together, united, 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 form (or online pledge) and return them before then. We hope to announce our total campaign results by [date]. A gift of $52 or more will qualify you for the 2023 Sweepstakes!

Thank you again for your attention to this important community investment. I am proud to say [company’s name] is making a difference in our community!

[e-mail signature block from sender block]  
*Sender options: Company CEO, Company Campaign Leader or UW*

**Closing e-mail**

**Subject: Time is running out!**

Our United Way Workplace Giving Campaign ends on [Date]!

If you’ve been waiting to make your pledge when it counts the most … that time is right now! There’s just one day left to make your pledge. We set a goal to support this community and we know with your help we can make that happen.

Please consider donating today. Because change doesn’t happen alone, to live better, we must UNITE TO THRIVE.

Together we can:

* Provide over 7,000 lbs of fresh produce to Senior Living Centers across Marathon County.
* Rake over 130 yards for the elderly and physically unable.
* Provide rent/mortgage assistance to 553 households.
* Give clothing to 740 children at no cost to the families.

Thank you for supporting our community through United Way of Marathon County. We appreciate your contribution.

[e-mail signature block from sender block]  
*Sender options: Company CEO, Company Campaign Leader or UW*