**Sample E-mail Messages:**

**Kick-off e-mail**

**Subject:** Kickoff for United Way Campaign – Join Us in Making a Difference!

I am excited to announce the launch of our 2025 United Way Campaign! This year, we have an incredible opportunity to come together and support the United Way of Marathon County, an organization that is dedicated to improving lives in our community by addressing critical needs.

United Way of Marathon County works tirelessly to provide resources and support for local families, individuals, and nonprofits working to strengthen our community. Their programs had a profound impact last year:

* Serving 14,209 individuals
* Lifting 3,906 community members to financial stability

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

How to Give: [link to e-pledge 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.

We will be hosting several fun and informative events over the next few weeks, so stay tuned for more details on how you can participate.

Let’s unite as a team and make a lasting impact in our community. Together, we can help change lives for the better! A $52 or more gift will qualify you for the 2025 Sweepstakes!

Thank you for your support.

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

**Reminder e-mail**

**Subject: Support United Way Before Time Runs Out**

As we approach the final days of our United Way of Marathon County giving campaign, we wanted to send a friendly reminder to consider making your contribution. Your support can create lasting change in our community.

Through your generosity, United Way of Marathon County has been able to achieve remarkable outcomes, such as:

 United Way funding provided $305,000 in childcare assistance so local parents can continue working and providing for their families.

 Your donation, no matter the size, directly impacts lives in our community.

Our campaign will wrap up on [date]. There are just a few days left to make a difference! If you haven’t already, please consider contributing to this important cause. You can give easily through payroll deductions or make a one-time gift. Thank you for your generosity and commitment to improving our community. I am proud to say [company’s name] is making a difference in our community!

**Closing e-mail**

**Subject: Only ONE Day Left – Join the United Way Campaign.**

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

This is your final reminder! Only one day is left to participate in our United Way of Marathon County workplace giving campaign. If you’ve been meaning to give, now’s the time to act!

Please consider donating today because change doesn’t happen alone.

Together, we can:

* Provide mental health & substance abuse therapies on a sliding scale fee system so it remains affordable.
* Help low-income clients obtain or repair a vehicle to get or keep a job.
* Grant rent/mortgage assistance so community members can remain in stable housing.
* Give gently used and new clothing to thousands of families at no cost.

If you haven’t yet, don’t miss this final opportunity to make an impact. Thank you for your support and helping us make a lasting difference in our community!