**Welcome message on website**

**Making a difference together**

Together, we can make a difference.

By donating to United Way, you help provide life-changing opportunities for children and families.

In every state in the country, far too many people are forced to choose between paying the electric bill and buying groceries, or between child care and health care — and the problem is growing.

By working together, <COMPANY NAME> and United Way can reverse that trend. United Way improves lives by mobilizing the caring power of communities around the world to advance the common good.

Your support makes it all possible.

Through your generosity, you are enriching lives and providing people with a sense of hope and power to create a better tomorrow. Your gift will help United Way make positive and permanent change. Click the Give Now buttons on this page to get started!

SIGNATURE

**Pre-campaign (Email 1)**

Send to: All Employees

Date: At least two days prior to the kickoff date.

Subject: Let’s change lives together.

Body Copy:

FIRSTNAME,

At <INSERT COMPANY NAME>, we all want to see our region thrive — but many of our friends and neighbors are falling behind. In every community, households struggle to afford basic necessities like food, housing and child care. These individuals and families at times face a difficult choice: Do I pay the utilities to keep the heat on, or do I buy groceries to feed my family?

The problem is growing, but we can reverse this trend if we work together.

Our upcoming United Way campaign makes it easy. United Way advances the common good in communities across the world. They focus on education, income and health — the building blocks of a good quality of life.

I hope you’ll join us to raise funds for the community and have some fun in the process.

<INSERT LINK> Click here to log in and make your pledge today.

Let’s change lives together,

SIGNATURE

**Campaign kickoff (Email 2)**

Send to: All Employees

Date: The morning of the day the campaign begins

Subject: It’s here!

Body Copy:

Today’s the day YOU make a difference. Our annual United Way giving campaign starts now!

<COMPANY NAME> is proud to team with United Way each year. Together, we help people in our region find help in times of crisis. We help parents find quality child care for their children. And we help people obtain the skills they need to find a good job.

Click here to visit our new campaign website <INSERT LINK>. There, you can learn more about what United Way does and make your pledge.

Thank you for your consideration. Let’s have some fun and support this great cause!

SIGNATURE

**Reminder (Email 3)**

Send to: Employees who have not given

Date: A few days to one week after the campaign begins

Subject: It’s not too late!

Body Copy:

FIRSTNAME,

Did you know that every day, thousands of children in our region go to school hungry? When kids try to learn on an empty stomach, they have a harder time concentrating and are more likely to miss school and score lower on tests.

United Way works to feed those children and increase those test scores through offerings like free school breakfast programs. But they can’t do it without your support.

Your donation to United Way helps families meet their basic needs and helps prepare children for school. Our United Way campaign is nearing its end, but there’s still time to make your gift and help fuel student success.

Will you join us today? Please take a moment to make your gift. <INSERT LINK?>

Thank you,

SIGNATURE

**Last chance (Email 4)**

Send to: Employees who have not given

Date: The final day of the campaign

Subject: Will you join us?

Body Copy:

FIRSTNAME,

It’s not too late to change lives!

Our United Way giving campaign ends today. The generosity of <COMPANY NAME> employees during this campaign has been inspirational. Will you join them today and help us make an even bigger impact?

United Way works to positive, permanent and measurable change in our community. But they can’t do it alone. United Way supporters provide the power the organization needs to continue to make a difference for individuals and families. Your support will help more families meet their basic needs. You’ll help more children prepare for school, and you’ll help equip more people with the skills they need to build a better life.

They can’t do it without the support of <COMPANY NAME>. Please consider making a gift before our campaign ends. <INSERT LINK>

Thank you,

SIGNATURE