**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 work hard every day but still struggle to pay the bills.

You might feel like tackling issues like access to childcare, hunger, or mental health is impossible, but your United Way gift can join others to solve those big challenges on a scale no single organization or individual can accomplish alone.

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!

Your gift will make a difference for thousands of people in our community, and a gift of $52 or more will qualify you for the 2024 Sweepstakes!

Want to learn more? Visit [| United Way of Marathon County (unitedwaymc.org)](https://www.unitedwaymc.org/)

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.

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 United Way*

**Reminder e-mail**

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

We are already halfway through our United Way Workplace Giving Campaign! Thank you to all who have already submitted their pledge forms (or made their pledges 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 $305,000 in childcare assistance so local parents can continue working and providing for their families.

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 done so, please complete your pledge form (or online pledge) and return it before then. We hope to announce our total campaign results by [date]. A gift of $52 or more will qualify you for the 2024 Sweepstakes!

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

**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 that with your help, we can make that happen.

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

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.

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