

**WORKPLACE CAMPAIGN EMAIL TEMPLATES**

**OVERVIEW**

When hosting a workplace campaign, it is important to build a team, engage coworkers, and leverage support from key leadership. The following email templates are designed to help you with those important communications. Please feel free to copy and paste or modify as needed.

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**Committee Recruitment Email (from CEO or Campaign Coordinator(s))**

*Subject line:* Your community needs YOUR passion and expertise!

Dear [first name],

It’s that time of year again! We are making plans for the 2020 [company name] United Way campaign, and I’d like to invite you to serve as a member of the campaign’s steering committee. We need devoted, passionate people like you to represent our company on this committee. Your leadership and guidance will help us run a successful campaign that shows our love for the place(s) we call home.

In our busy world, important local issues such as poverty, mental health, and domestic violence can often be ignored or go unnoticed. COVID-19 brought many of these issues quickly to the surface in recent months and our community agencies have been working hard to create ways to still provide support while keeping people safe. You can help. As a campaign committee member, you will play a key role in educating, energizing and inspiring action among your co-workers. You will participate in planning and implementing our campaign strategy, help to educate the rest of the organization on the impact of giving to United Way and organize fun events that engage our staff.

Serving on our campaign steering committee is a great way to sharpen your leadership skills, network with colleagues, and do something to help solve local issues that are holding our community back from reaching its full potential.

I hope we can count on you to step into this role create a Fredericton and Central New Brunswick region that is united by compassion, rich in opportunity and free of poverty.

Sincerely,

[CEO or campaign coordinator(s)]

**Campaign Virtual Kickoff Invite (from Campaign Coordinator(s))**

*Subject line:* Let’s show our local love, [company name]!

Our annual campaign to support United Way will be happening very soon!  This year will be a little different due to COVID-19 as we will do our launch virtually but we are still happy to let you know about the important work that United Way has been doing for the Fredericton and Central New Brunswick region; especially through COVID-19 and the significant impacts it has had on the people in our local neighbourhoods.  Although we are physically apart, we can still be #UnitedTogether.

Before, during, and after a crisis, United Way is there for our communities.  They have been helping people overcome adversities and create better lives for over 60 years, and with your help will continue to do so.

Please join me on [date] to kick off [company name’s] annual United Way campaign and find out more details on how United Way is making real impacts on individuals, children and families in our region.

The login info for our kickoff presentation is:

Insert invite details

Let’s show our local love and make this year’s United Way campaign the most successful yet!.

See you on [date]!

[campaign coordinator(s)]

**Campaign Introduction Email (from Campaign Coordinator(s))**

*Subject line:* Time to show our local love, [company name]!

Today marks the start of our 2020 United Way fundraising campaign!

United Way Central New Brunswick is a passionate community-builder and local leader in driving important community services. When we support them, we are showing our love for our neighbors and the place we call home.

In our busy world, important local issues such as poverty, mental health, and domestic violence can often be ignored or go unnoticed. COVID-19 has only increased the impacts of these issues; creating an environment that quickly showed the inequities in our society, and the precariousness of life circumstances for many individuals and families.  Now, more than ever, is the time to show local love and ensure that supports and services stay strong for the people who need them most.

You can help. When you donate to United Way, your gift is invested, through a robust vetting process, in the best local service agencies having the greatest impact on improving the local lives of kids, adults, seniors, and families. By taking action and donating today, you will be supporting vital services right here in our community, as well as partnerships, projects, advocacy and other work aimed at giving everyone in our community the opportunity to live a good life.

 [insert information about special events, activities, or early bird prize giveaways]

Every donation can make a difference and donating is easy. You can choose to give through payroll deduction, monthly donations or a one-time donation. Every dollar counts. The cancellation of fundraising events and costs of instituting new public health requirements has significantly impacted our funded partner agencies. Now, more than ever, your community needs you.

[insert options for ways to donate from list below.  please use the appropriate one(s) for your organization.]

* To donate, please fill out the attached pledge form, save, and return by email to me. [attach the UW supplied E-Pledge form in Word format]
* To donate, click here [insert link to donation tool]
* To donate by payroll deduction, click here [insert link to donation tool]
* To donate by cheque, credit card or other options, please fill out the attached pledge form, save, and return by email to me. [attach the UW supplied E-Pledge form in Word format]

 If you have any questions about this year’s United Way campaign, please contact [campaign coordinator] at [contact information].

Let’s show our local love and make this year’s [company name] United Way campaign the most successful yet! Together, we can transform our community.

Thank you in advance for your support,

[campaign coordinator(s)]

**CEO Endorsement Email (from CEO)**

*Subject Line:* Show your love for the Central New Brunswick region by being a leader.

As we kick off another United Way campaign here at [company name], I ask you to join me in showing love for where you live by making a leadership donation of $1,200 or more.

United Way believes everyone has a right to belong, have a home and live a good life, and so do I. That’s why I’m giving a leadership gift this year. I trust United Way to invest my dollars in ways that will have meaningful impact on local poverty and I know that together, we can solve local issues that are holding our community back from reaching its full potential.

Every dollar stays right here in our local community and works hard to improve the lives of people living our own neighbourhoods – families with young children, seniors living alone, new Canadians eager to belong and contribute, young adults struggling to meet their basic needs, individuals battling  mental health and others who are marginalized because of their disability, identity, gender or background.

I am proud to support United Way and if you choose to do so as well, your act of local love will go a long way. By taking action and becoming a Leader Donor, you will be supporting vital services right here in our community, as well as partnerships, projects, advocacy and other work aimed at giving everyone in our community the opportunity to live a good life.

Sincerely,

[signatory]

**Final Reminder Email (from Campaign Coordinator(s))**

*Subject line:* It’s not too late to donate to United Way

The generosity shown by [company name] employees to our 2020 United Way campaign is truly what local love is all about. If you’ve already made your donation to the campaign, thank you very much! If you’re planning on making a donation, there is still time. The campaign will close on [campaign end date], at which point we’d ask that all pledge forms are turned into [campaign coordinator(s)].

Thank you for your support,

[campaign coordinator(s)]

**Thank You Email to all Donors (from Campaign Coordinator(s))**

*Subject line:* Thank You!

Dear [first name],

Our United Way campaign is complete and I’m proud to report that we [met our goal] OR [have once again successfully united in raising dollars and helping solve local issues that matter to all of us.] Thank you!

When you took action by pledging a gift to United Way, you joined thousands of other like-minded community members throughout the Central New Brunswick region. Together, you are showing love for where you live and making the issues of poverty, mental health, and domestic violence are #UNIGNORABLE.

Because you gave your best gift, [company name] raised [$ total dollars raised]. And every single donation will go a long way to filling gaps in our community, changing lives and breaking the cycle of poverty.

I want to thank you for your participation in this year’s campaign and for your generous contribution to United Way. I feel proud to work alongside you and the rest of our incredible staff as we come together to build the best city we can.

Thank you for unleashing your local love,

[Campaign Coordinator(s)]

**Thank You Email to Leader Donors (from CEO or Leadership Chair)**

*Subject line:* Thank you for leading the way.

Dear [first name],

Thank you for your generous gift to United Way and participation in [company name]’s 2020 campaign. Because you gave your best gift, the employees of [company name] raised a combined total of [$ total dollars raised] this year!

You set a powerful example for others to follow. You chose to step up and help make poverty, mental health, and domestic violence #UNIGNORABLE. Thank you for unleashing your local love, standing up for issues you care about and being a leader.

With deep appreciation,

[signatory]