

E-MAIL TEMPLATES

The beauty of technology. Spread the word about your campaign quickly with these customizable emails.



United Way
of Whatcom County

Announcement from the CEO

Dear [Employee Name],

At [Company Name], we care. We care about our staff. We care about your families, your neighbors, and your friends. We believe Whatcom County should be a place where we don't just survive; we thrive.

To put our money where our mouth is, we're making a gift to United Way of Whatcom County and are offering you the opportunity to do so as well. Join [Company Name] as we help United Way fight for the financial stability of every person in Whatcom County. By donating to United Way, we know our gift (and yours) will be used efficiently to provide basic needs, create opportunities for economic mobility, and help break the cycle of poverty.

Upcoming United Way information sessions and events on site will take place as follows:

[Event details]

I hope you'll attend and will be inspired to join our effort to LIVE UNITED. With questions, please contact [Employee Campaign Coordinator details]. United we fight. United we win.

[signature line]

Announcement from the Campaign Coordinator

Dear [Colleague Name],

Join us for our United Way [event name]:

[event date]

[event time]

[event location]

[additional event details—i.e. food, prizes, etc.]

This is your opportunity to learn more about what's new at United Way, why [company name] wants you to LIVE UNITED, and how easy it is to make a gift to United Way through payroll deduction.

Attendance is on-the-clock. Come hear how you can make a difference in our community.

[signature line]



United Way
of Whatcom County

Rally Follow-Up

A big thanks to everyone who attended our United Way rally. [Company name] is joining United Way in fighting for the financial stability of every person in Whatcom County. To learn more about how United Way works and where your money goes, visit: www.UnitedWayWhatcom.org (make this a hyperlink)

Or watch these videos:

https://youtu.be/QqGKvMk-3_w (make this a hyperlink)

<https://youtu.be/ItG8bMPNzRY> (make this a hyperlink)

Our goal this year is [goal—i.e. percent participation, total giving, etc.].

To make your gift and join in the fight, submit pledge forms to [name] in [department] by [date] or make your pledge online: [your company United Way giving portal web address—contact us to learn more!]

United we fight. United we win.

[signature line]

Final Ask/Encouragement

We're so close! Help us meet our United Way giving goal this year:

[goal] [note progress—i.e. "We're over half-way there!"]

Don't forget—If we meet our goal, [incentive]

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To make your gift and join in the fight, submit pledge forms to [name] in [department] by [date] or make your pledge online: [your company United Way giving portal web address—contact us to learn more!]

LIVE UNITED,

[signature line]



United Way
of Whatcom County

Wrap-Up / Thank you

It's official, [company name] lives United. Whether you gave, time, talent, money, or all of the above, you helped us meet our United Way giving goal. We set a goal to [goal]. Not only did we meet that, we exceeded it with a grand total of [results—i.e. total pledges, total participation, etc.].

Now, it's time to celebrate! Join us as we [event details].

[event date]

[event time]

[event location]

[additional event details—i.e. food, prizes, etc.]

We have one life. To live better, we must LIVE UNITED.

Stay tuned on what a difference your gift makes. Keep in touch with United Way:

On the web: www.UnitedWayWhatcom.org *(make this a hyperlink)*

On Facebook: www.facebook.com/UnitedWayWhatcom/ *(make this a hyperlink)*

Go, [company name]! We did it!

[signature line]