**2024 Workplace Campaign Email Toolkit**

Finding Your Way with United Way

**Intro:** Welcome to the 2024 United Way Workplace Campaign! No matter what you're passionate about—whether it’s financial stability, education, health, or early childhood development—there's a way to give back. This toolkit provides everything you need to engage your staff and inspire them to "Find Their Way" to support our community.

**Description:** This toolkit includes email templates and a timeline to make it easy for your organization’s leaders to communicate with all employees. We’ve created 9 email templates:

1. PRE-KICKOFF CAMPAIGN
2. CEO ENDORSEMENT EMAIL
3. KICKOFF EMAIL
4. CHECK-IN EMAIL
5. FINAL CAMPAIGN EMAIL
6. THANK YOU
7. CEO THANK YOU
8. FOLLOW UP

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# PRE-KICKOFF CAMPAIGN

* *Synopsis*: Generate excitement about the upcoming campaign by letting employees know it’s launching soon. Give your coworkers a preview of what’s to come and build excitement.
* *Recommended send time*: A week before your company’s United Way campaign start date

**From: [Employee Campaign Chair]**

**To: [company name] employees**

**Subject: Are you ready for this year’s United Way campaign?**

**Hi [employee first name],**

Our United Way campaign kicks off soon, and we are excited!

What exactly does support for United Way do in our community? By giving to United Way of Kankakee and Iroquois Counties, you join the fight for:

**•Boosting the health of our community. This includes home-delivered meals for older adults, mental health counseling for families without adequate insurance, and pediatric therapy services for toddlers with developmental disabilities.**

**•Giving more kids the chance to succeed through United Way’s Success by Six initiative. The mission is to improve the success of children from birth to age six through policy formation, environmental changes, and direct services. The vision is to create a community where all children and families are happy, healthy, and well-adjusted. The objective is to ensure that all children enter school ready to succeed.**

**•Providing a path toward financial stability. Donations to United Way empower money management classes, job readiness training for individuals experiencing homelessness, and more.**

We will kick off our campaign on [date, time] with [name of event]. [In-person or virtual?] Join us to learn more about United Way’s impact on our community while having fun with your coworkers.

We hope you join us in supporting our neighbors in need.

**Thanks,**

**[ECC signature]**

# CEO ENDORSEMENT EMAIL

***Goal:*** *Demonstrate leadership support and generate excitement.****Send:*** *1–3 days before your campaign starts.*

**From: [CEO]**

**To: [company name] employees**

**Subject:** Fwd: Are you ready for this year’s United Way campaign?

Hello,

I want to echo [Employee Campaign Chair]’s message and personally invite you to join us in this year’s United Way Campaign. Finding your way to give back, whether it's through health, education, or financial stability, can truly transform lives. The work United Way does in Kankakee and Iroquois Counties is near and dear to my heart, and I believe it beautifully aligns with our values here at **[Company Name].** *[Feel free to insert any personal anecdotes about connection to United Way’s work here.]*

I’m proud to support United Way’s work, please join me in supporting such a great cause!

Sincerely,
[CEO Name]

**[CEO Signature]
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# KICKOFF EMAIL

* *Synopsis*: Announce the start of your campaign, share your company’s fundraising goal, and ask your employees to show their support.
* *Recommended send time*: Start of your campaign

**From: [Employee Campaign Chair]**

**To: [company name] employees**

**Subject:** Find Your Way—The United Way Campaign Starts Today!

Hi [Employee First Name],

We’re thrilled to officially kick off our 2024 United Way Campaign! By finding your way to give, you’re helping create a brighter future for our community.

Watch this inspiring message from United Way recipient Ruben who receives services from Options Center for Independent Living, who shares why giving matters:

[LINK: United Way Volunteer Video]

Make your gift today and help make a real impact in Kankakee and Iroquois Counties.

Thank you,
[Employee Campaign Chair Name]

LINK: <https://youtu.be/L2pEaVpCbCM>

# CHECK-IN EMAIL

* *Synopsis*: Check in with employees halfway through your United Way campaign. Remind employees there’s still time left to support your company’s goal.
* *Recommended send time*: Halfway through campaign

From: **[Employee Campaign Chair]**

To: **[company name] employees**

Subject: We’re halfway there—Find Your Way to Make a Difference!

Hi **[Employee First Name],**

We’re making great strides in our United Way campaign, and we’re already [insert %] of the way to our goal! But we still need your help to meet the community’s needs.

Your contribution, no matter how small, can make a huge difference. Whether you're passionate about health, education, or financial stability, there’s a way for you to give that aligns with what matters most to you.

Already donated? Thank you for your generosity and support!

Best regards,
**[Employee Campaign Chair Name**]

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# FINAL CAMPAIGN EMAIL

*Goal: Make one last push for donations on the final day.*

*Send: On the last day of the campaign.*

**From: [Employee Campaign Chair]**

**To: [company name] employees**

**Subject:** Find Your Way—Final Day to Make a Difference!

Hi [**Employee First Name],**

Today is the last day of our United Way campaign, and we’ve already made a huge impact. Let’s keep that momentum going!

Every gift, big or small, counts. There’s still time to find your way and support health, education, and financial stability in our community.

Thank you for being part of something bigger.

Sincerely,
**[Employee Campaign Chair Name]**

# THANK-YOU EMAIL

* *Synopsis*: Thank donors and share how their impact helps the community. Make your coworkers feel proud of all they accomplished.
* *Recommended sent time*: Day after campaign ends

**From: [Employee Campaign Chair]**

**To: [company name] employees**

**Subject:** Thank You for Finding Your Way with United Way!

Hi [**Employee First Name],**

Thanks to your support, we raised [Insert $ Amount] in this year’s United Way Campaign!

Your contribution will help create a stronger, healthier, and more prosperous community for all. Thank you for finding your way to give back, and for being part of United Way’s mission to make lasting change.

If you haven’t had a chance to submit your pledge, it’s not too late! Drop off your form at [Insert ECC Info].

Once again, thank you!

Best regards,
**[Employee Campaign Chair Name]**

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# CEO THANK YOU EMAIL

***Goal:*** *Add a personal touch by thanking employees on behalf of leadership.****Send:*** *1-2 business days after the campaign ends.*

**From: [CEO or other Leader]**

**To: [company name] employees**

**Subject:** Thank You for Making a Difference, **[Employee First Name]!**

Hi **[employee first name]**,

I want to personally thank you for your generosity and dedication during this year’s United Way campaign. Together, we helped improve the lives of individuals and families in Kankakee and Iroquois Counties.

Your support is more than just a donation—it’s an investment in our community’s future.

Thank you for finding your way to make a difference.

Sincerely,
[CEO Name]