

Campaign Launch: CEO email to organization

## United We Give

Dear (Organization) Team,

We are proud to announce that we are launching this year's workplace giving campaign to support United Way of Bay County.

The United Way has been serving our community for over 80 years. No other organization brings together as many people with as many resources and expertise to support our community.

As many of you know, COVID-19 has taken a heavy toll on our local non-profits and thousands of families who rely on critical programs for basic essentials, access to health services and resources for economic mobility. In my conversations with United Way team members, we have talked about the need for continued support in these challenging times. Agencies are still working with families and individuals who are struggling financially, dealing with mental health issues and assisting children through the new home-school type environment.

Over the next several months, we will be offering opportunities for you to donate, volunteer and learn more about how you can participate in United Way's efforts to support our community. At this time, we plan to run our workplace campaign as planned and use new United Way virtual materials.

The Campaign coordinator (Ambassador) will be providing you with information you need to participate. You can reach out to (him/her/them) at (Email) with any questions you may have.

Together with United Way, let's change Bay County for good.

Sincerely,

Hello, Team!

Do you believe that one person can make a difference? I do. That's one of the many reasons I give to United Way of Bay County and it's why (name of company) is a proud supporter of the annual United Way campaign...United We Give.

Once a year, each of us has a chance to change lives. Our gifts ensure that children are kept safe and have access to education to improve their literacy and begin to build an educated workforce; that hard working families don't need to decide between putting food on the table or paying bills instilling long-term self-sufficiency; that residents stay in good mental health and are in safe environments.

One person can make a difference, but many people working together can create lasting change.

Our campaign will run from (insert dates). Our goal this year is (insert goal). Knowing what our team can do when we all pull together, I am confident that we will achieve that.

Please join me for our campaign kick-off on (insert date). You'll learn more about how all of us – working united- will change lives in our community.

\*\*\*OR\*\*\*

You will receive more information about how to pledge your support from (Campaign coordinator) by (insert dates). In the meantime, let me know if you have any questions.

Sincerely,

\*\*\*NAME\*\*\*

\*\*\*CEO/PRESIDENT\*\*\*

## GENERAL APPEAL LETTER – CEO/Campaign Coordinator

Dear (insert name),

I believe that we, as individuals – and collectively as an organization – share a responsibility for the future of our community. When we exercise compassion for our neighbors, we build a foundation for prosperity. By reaching out a hand to one, we influence the condition of all.

This is why I give to United Way of Bay County. Our partners at United Way bring people and community resources together to address pressing issues facing our community residents. They target the root causes of social issues to effect real and lasting change.

The challenges we face as a community are significant. Did you know that 1 in 3 people are impacted through programs that the United Way offers? Or that 45% of Bay County residents struggle to afford basic needs?

There are challenges, but there is also hope. Your donation supports 18 various Impact Partners supported by the United Way. \$1 a week can provide 10 hours of tutoring to advance a child's reading level; \$5 per week can program enough food for a family of 4 to eat 25 meals together; \$10 per week can provide a sexual assault exam & counseling for one survivor and \$20 per week can provide economic development training for three women for 13 weeks.

This year, when you are asked to pledge your support, I hope you will consider how this one act can change the future of our community. I hope you will have compassion and give generously.

## Kickoff Email (from ECC)

**Subject line: Live \*nited (we need u)**

I am so excited to be leading this year's United Way campaign – United We Give. We will be kicking things off on **(date /time)** and our campaign will wrap up on **(date)**.

We had a great campaign last year and raised **(last year's results)**. This year, I think we can do even better – but not without you help. This year your help is even more important due to the COVID-19 pandemic, many non-profits are struggling to continue their work with individuals and families who are most vulnerable and disproportionately impacted by the Coronavirus and economic consequences of the outbreak are supported.

I hope you will join me in giving this ear. Our community thrives when children succeed in school, when families are financially stable, and when people live health lives. Our investment in United Way makes all of this possible.

Don't forget: We will be hosting a **(campaign kick-off/special event)** on **(date/time)**. I hope you will be there!

United we live,

**(insert name)**

**MID-CAMPAIGN EMAIL – (from ECC)**

**Subject Line: Half-time**

It's hard to believe, but we are at the half-way point with our united Way campaign drive. As of this morning, we have \_\_\_\_% of our pledge forms turned in. Thank you to everyone who has pledged their support.

If you haven't gotten your pledge form to me, you have until **(date of campaign close)**. Our goal this year is \_\_\_\_, and your support will go a long way in helping us reach that goal.

If you have any questions about the campaign, please don't hesitate to ask!

Sincerely,

**(Campaign Coordinator)**

## THANK YOU FOR YOUR PLEDGE LETTER

Dear (inert name),

Thank you for your pledge to our United Way campaign, and for stepping up for United We Give.

Because of you, children will have access to programs to help them grow academically, building an educated workforce; improving health & safety for individuals and families; and instilling long-term self-sufficiency and employment support.

We at (insert Company name) are proud of the commitment you made. You have really made a difference this year.

Thank you again for supporting the UW campaign.

Sincerely,

CEO Name