

LIVE UNITED.



711 N. Carancahua St., Ste. 302 • Corpus Christi, TX 78475 • Phone: 361-882-2529 • Fax: 361-888-6882 • www.uwcb.org

2011 Email Templates

1. 1 week before campaign starts

Dear _____,

Everyone deserves the opportunity to have a good life. United Way is working to advance the common good by focusing on the basic building blocks for a good life: a quality education that leads to a steady job, adequate income to sustain a family through retirement, and good health. Your gift to United Way helps make all these things possible.

Our [Name of Company] United Way campaign is kicking off in just one week. We have planned several activities during the next few weeks to learn more about United Way and, of course, have fun!

Start thinking now about how you can join me to **LIVE UNITED** and advance the common good in our community. Together we can raise the quality of life for our entire community.

Look for more information next week!

Sincerely,

[Campaign Chair or ECC]

2. Campaign kick-off

Dear _____,

Our [Name of Company] United Way campaign is kicking off today! Last year, we raised \$XX,XXX for our community and we hope to surpass that number this year. At [Name of company], we recognize that when you reach out a hand to one, it influences the condition of us all.

Our United Way campaign will take place during the next few weeks. This will give you an opportunity to learn more about the United Way's mission and how through your donations, thousands of lives in the Coastal Bend were touched last year. Let me know if you would like to take an agency tour, volunteer or get more involved with the campaign.

You will hear about United Way in an upcoming employee meeting, I encourage you to ask questions and find out more about United Way of the Coastal Bend. You will also receive a pledge form and campaign brochure with additional information. Please return your pledge form to me by [Insert Month and Date].

Please join me in making a generous gift to United Way this year. Together, we can advance the common good and stand together.

Sincerely,

[Campaign Chair or ECC]

3. Campaign Email Reminders

Reminder 1

Dear [Redacted],

As [Company Name] 2011 United Way campaign begins its final week, we are well on our way to achieving our goal. Currently, [Company Name] is at [XX%] of our [\$XX,XXX] goal.

This year, giving back to the community is more important than ever. I encourage you to invest in our community through a gift to United Way. Your gift will fund programs that support the basic building blocks to a good life: education, income and health. When we reach out a hand to one, we influence the condition of all. That's what it means to **LIVE UNITED**.

If you have not had the opportunity to make your donation, please join us in supporting United Way by pledging today.

Sincerely,

[Campaign Chair or ECC]

Reminder 2

Dear [Redacted],

The [Company Name] 2011 United Way campaign is quickly coming to a close. To date, we have raised more than [\$XX,XXX] toward our goal of [\$XX,XXX]. Please consider making a contribution to our campaign today.

Your gift will be coupled with those from other [Company Name] employees and citizens across the Coastal Bend area to make a greater impact in the lives of our neighbors. A gift to the Community Investment Fund is the most effective and efficient way to support positive changes in our community and will be put to use to meet the most pressing needs facing our community.

Thank you for caring about our community and for showing others what it really means to **LIVE UNITED**.

Sincerely,

[Campaign Chair or ECC]

Reminder 3

Dear _____,

As you are aware, today is the last day for our United Way campaign. [Company Name] has currently raised more than [\$XX,XXX] toward our goal of [\$ XX,XXX]. Please take a few moments to make your contribution. This year, with the increased demand for services, it is more important than ever to give back to our community.

We will have a [Company Name] United Way Appreciation Celebration event with prizes on [Insert Date] for all team members who have logged in and made their donation. Don't miss out on your chance to win -- and to help our community win, too.

Sincerely,

[Campaign Chair or ECC]

4. Campaign Thank You

Dear _____,

Thank you for participating in this year's United Way campaign. I am delighted to report that because of your support, [company name] has exceeded last year's campaign goal, raising [\$ _____]!

With the help of dedicated donors like you, United Way is improving lives, tackling key issues facing our area, and making a lasting impact. You've shown this company that you care about our community. Together, we are able to improve the community in ways that are not possible individually.

I am proud that you have joined me in supporting the United Way of the Coastal Bend. Your generosity and commitment demonstrate why [Company Name] continues to stand out as a leader when it comes to supporting our community.

Thank you for joining me to **LIVE UNITED**.

Sincerely,

[CEO or Campaign Chair]

5. Leadership Event Follow Up

Dear _____,

Thank you for your participation in today's United Way Leadership Lunch. Our goal for our campaign this year is [\$XX,XXX] and we are well on our way to meeting that goal.

We hope you will join those of us who are making a commitment to **LIVE UNITED** by contributing to the United Way this year. And, while every contribution is important to individuals and families in the region, we hope you will consider giving at the Leadership level of *[\$500 suggested]* or more.

[Company name] had [X] Leadership Givers in 2010 and we hope to surpass that number this year. I understand your level of giving is a personal choice, so I encourage you to learn more about United Way and why we believe it is the best choice for your gifts.

By making a contribution at the Leadership level, you become part of a select group of people who significantly impact our region's most pressing needs: education, income and health. In addition to their financial gifts, many of our Leadership-level givers also contribute their time to United Way campaigns or to United Way sponsored programs.

LIVE UNITED and join me in supporting United Way.

Sincerely,

CEO or Leadership Giving Chair

6. Your gift to United Way ...

Dear _____,

We set a goal of *[\$XX,XXX]* for our United Way campaign this year and we are well on our way to meeting that goal. I encourage you to join many of your co-workers who are learning more about United Way and opportunities to get involved.

When you make an investment in United Way of the Coastal Bend, you are supporting an organization that has been a leader and trusted partner in improving lives, tackling key social issues and making a lasting impact in our community for 75 years. Your donation goes help in areas where our community needs it most: education, income and health.

Your gift to United Way *creates lasting change in people's lives.*

Let me know if you have any questions about the [Name of Company] campaign or United Way of the Coastal Bend. Together we can raise the quality of life for our entire community. Together we can **LIVE UNITED** .

Sincerely,

ECC or Campaign Chair

7. What Your Dollars Buy

Dear _____,

We set a goal of [\$XX,XXX] for our United Way campaign this year and we are well on our way to meeting that goal.

When you make an investment in the United Way of the Coastal Bend, you are helping to raise the quality of life in our entire community. Your donation goes to a trusted partner that is making a significant impact in areas where our community needs the most help: education, income and health.

Throughout the year, your investment in United Way is being used to support programs designed to meet those critical needs. You can feel confident those programs are monitored and measured, and their impact documented.

Nobody does more for our community than United Way. We believe it is the best choice for our philanthropic investment.

Through this year's **LIVE UNITED** campaign, we are raising the quality of life for our entire community. Join us. Together we can **LIVE UNITED**.

Sincerely,

ECC or Campaign Chair