The following email templates can be utilized for common campaign milestones. We recommend you communicate with employees regularly and keep them up to date about the campaign, progress on volunteer efforts or campaign related activities, monetary contributions, and goals, etc. Communicate how employees can participate and the impact they will have on our community. Thank those who have already given, ideally calling out by name those volunteers or donors who have gone above and beyond in their commitment. Three to four of these reminder emails will suffice so employees aren’t overburdened with multiple email communications. Here are some of the occasions you might consider sending a reminder email:

- In the beginning and midpoints of the campaign
- A colleague sharing a personal experience they or family members had with a partner agency
- Recapping an employee team-building experience, volunteer outing or service provider tour
- If you reach or surpass a goal in giving or volunteerism

United Way strongly encourages you to make this campaign your own, personalizing to your company and its culture as much as possible. Though we’ve given you templates, they’re just that – suggestions.

Please try to keep the tone of your letters and emails authentic and inspirational, using warm, conversational communications and providing real reasons why people should give. You are United Way’s advocate and your passion is the greatest gift you can give.

We are so appreciative of you!

Questions?
Contact Sue Tidd, Director of Resource Development
stidd@uwpcnc.org, 252.741. ext. 209
If you’re the kind of person who wants to create lasting change in our community, we have just the opportunity for you.

Starting (date here), you can join the doers and change-makers who Live United by participating in [COMPANY NAME’S] annual United Way campaign.

United Way leads the charge to strengthen education, increase financial stability, and ensure continued access to the essentials—the building blocks of opportunity—right here at home. Together, we can put opportunity in the hands of all Pitt County residents and create change that lasts for generations.

From volunteering to advocacy, there are many ways to get involved beyond donations. We’ve got some special events and activities in mind to help you flex your philanthropy among friends and colleagues.

In the meantime, visit the United Way website to learn more about the work we will be supporting in the community. We’ll be in touch again on campaign kickoff day!
Subject Line: Our United Way Campaign Starts Today!

(COMPANY NAME) is proud to kick off our Annual United Way Giving Campaign today. Like United Way, we believe that by working together, we can strengthen education, increase financial stability, and ensure continued access to the essentials for all in our community that will create positive, long-term change.

Last year, United Way of Pitt County put opportunity in the hands of Pitt residents by ensuring delivery of over 88,000 services and programs. Together with determined supporters like you, they ensured more children were successful in school and more residents received the support they needed to live their best lives.

While we’ve made great strides, there is still much to be done.

Across our local communities, nearly 66% of Pitt County residents are considered low-income or at poverty level. It takes an individual earning minimum wage working 82 hours a week to afford a 2-bedroom apartment. With 14% of residents below basic reading skills and cannot complete a job application.

Together, we can change that.

How can you help? Give, advocate or volunteer. Or better yet, all three.

Last year, [X] (COMPANY NAME) employees gave [$ CAMPAIGN AMOUNT and/or Volunteer Hours], which not only made the whole company proud but also made our communities a better place to live, work and raise our families. Here’s how to make this year even more successful:

- Make your pledge to United Way. Donors are invited to join a United Way giving society that corresponds with their giving level.
- Come to a (virtual) community conversation to learn more about how we can Live United to make the biggest possible difference.
- Volunteer with your colleagues—email me for more information. United Way has a list of virtual volunteer activities that you and your colleagues or family members could adapt to help our community.

Thank you for joining [company name] in our support of United Way.

[CEO or CORPORATE LEADER NAME]
The Impact of Your Gift

Subject line: The impact of your gift? More than you expect.

One of the most common questions [COMPANY NAME] employees ask about United Way is what impact their gifts make. You might be surprised at how much an affordable weekly gift can accomplish.

United Way leverages the power of unity to make the most of every dollar you give. They bring together the best people, ideas and resources to foster social innovation, mobilize volunteers, inspire the public to Live United and encourage lawmakers to act for the common good. Together with their passionate supporters, United Way creates opportunities for all.

Last year, with the support of donors and advocates like you...

- 2,372 children received afterschool tutoring, STEAM learning, character building and mentoring in Pitt County with 99% of students promoted to the next grade level.
- 18,039 sought help and support in a time of crisis from experienced and knowledgeable navigators.
- 737 individuals and families had a safe place to sleep and access to hot meals while receiving case management services aimed at helping them stabilize their lives.

When you invest with United Way, you fortify the building blocks of opportunity—strengthening education, financial stability, and ensure continued access to essentials—that every person and community needs to thrive.

I support United Way because I want to know that every dollar I give is making the biggest possible impact in our communities. I hope you will join me and Live United by giving at the level that’s right for you.

Thank you,
[CORPORATE LEADER NAME]
Subject: Thank you for joining the Live United movement!

If you’re feeling proud, you should be! Making a pledge like you did is no small thing—it demonstrates that you care to take action toward creating a better thriving community. You’ve joined the ranks of those who Live United and we are grateful for your commitment. THANK YOU! You are part of the reason United Way is able to create lasting change for our neighbors and our Pitt communities.

I hope that you’ll take your passion one step further and stay connected with United Way throughout the year. You can sign up to receive United Way news and updates to your personal email address. It’s a great way to see where your investment is going and discover other ways you can get involved in our community.

Sign up here to receive emails from United Way.

If you have any questions about United Way or about making your gift, please let me know.

Thank you,
[CORPORATE LEADER NAME]
“Last Call” Email

(Sent the day before the campaign ends)

Subject line: **LAST CALL: Add your name to the list**

Tomorrow is the final day of our United Way Campaign. Already, [PARTICIPATION RATE]% of your colleagues have added their name to the list of {COMPANY NAME} employees who Live United.

I feel truly humbled to work among a group of professionals who are committed to putting opportunity in the hands of all in Pitt County.

We have one more chance in this last push to do something special. Every additional dollar you give [*hour you volunteer] helps one more child or family in need in the communities where we live and work.

If you haven’t already given, please make a pledge and invest. In the next 24 hours, will you help us get to a higher participation rate than any organization around?

If you have questions, ask me. If you want to know more, ask me! If you want to make a difference, give.

Thank you for everything you do to strengthen our community and build a better future for our neighbors.

Sincerely,
[CEO or CORPORATE LEADER NAME]

P.S. [Look for an email from United Way with a link to make your pledge online.] [Please remember to visit {URL} to make your pledge online.] [Please remember to turn in your United Way pledge form.]

*If your company arranges volunteer activities for employees, be sure to mention volunteers and hours they have given as well.
End-of-Campaign "thank you"
(Send after campaign concludes)

Subject line: I am so proud

I did a double take when I saw the final numbers for our United Way Campaign. Join me in celebrating the incredibly successful [COMPANY NAME] campaign!

It takes all of us to create lasting change in our community and today I’m so appreciative that those I work with came together to Live United.

Without further ado, I’m proud to report:

- [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

[*Additionally, (COMPANY NAME) employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.*]

Even though I am so tremendously thankful, I’m really not speaking for me. I’m thanking you on behalf of the thousands of Pitt County residents – families, children, neighbors, and friends – who will find the help they need when they need it most. Your contribution delivers hope to thousands here in Pitt County. From all of those that will be served, I extend my warmest gratitude.

Sincerely,
[CORPORATE LEADER NAME]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way emails at your personal address. It’s a great way to learn about needs and opportunities throughout our community all year long.

*If your company arranges volunteer activities for employees, be sure to mention volunteers and hours they have given as well.*
Campaign Preview

Subject: Join an unstoppable force for good

Something happens when people come together, united in a common goal. We create a force for change more powerful than any we could create alone.

That’s why [COMPANY NAME] is excited to kick off our United Way Campaign in just a few weeks. We are joining the doers and change-seekers who Live United to put opportunity in the hands of all.

United Way leads the charge to strengthen the building blocks of opportunity—strengthening education, financial stability, and ensure continued access to the essentials—that every person and community need to thrive. When you give to United Way, you are doing the same.

This is our chance as a company to strengthen our community. Whether it’s giving a few dollars, or giving at the highest levels, every amount makes a difference for our neighbors.

When the campaign kicks off, I hope you’ll join me by pledging to give or volunteering your time.

Thank you in advance for your hard work, generosity, and passion for service.

Sincerely,

[CEO Name]
Subject: Why giving is important to me

Before the pandemic, 20.1% of people in Pitt County were food insecure with 20% of them being children under 18 years of age. That 64% of families struggle every single day just to make ends meet. Did you know that childhood poverty is on the rise and that 85% of school-aged students qualify for free or reduced lunch at school?

United Way of Pitt County is working to create pathways to financial stability, advance educational opportunities, while providing access to essentials so that every person has the opportunity to thrive. For 64 years, United Way has been there for our community — for our co-workers, neighbors, friends, and family members.

Last year, the United Way of Pitt County made a difference in the lives of nearly one of every two residents. Donations made through United Way are invested here in the Pitt County, working to provide opportunities for all.

This is why I give to the United Way. As a long-time United Way supporter, I am investing in our community’s future. I’m helping local people succeed, and that’s what (COMPANY NAME) is all about - helping people succeed.

I encourage you to consider making a gift to the United Way today. Together, we will help people in our community thrive not just survive.

Thank you,

Subject: Investing in OUR community

Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. For 64 years, United Way of Pitt County has been there for our Pitt communities.

Last year, through our gifts to the United Way, we helped provide safety and shelter for 63 women and 51 children who found themselves in a domestic violence situation; we advanced reading skills growing positive educational outcomes for 2,372 children; we connected 5,885 struggling families with the resources needed to succeed— and so much more!

That is why I am asking you to join me in making a gift to the United Way today.

Your gift to the United Way is an investment in our community’s future, and is one of the easiest, most convenient ways to make a difference in thousands of lives throughout the Pitt County.

Thank you for caring - and thank you for your support of the United Way!
Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. For 64 years, United Way of Pitt County has been there for our communities; for our co-worker, neighbors, friends, and family members. United Way of Pitt County is working to create pathways to financial stability, advance educational opportunities, while providing access to essentials so that every person has the opportunity to thrive.

Last year, the United Way made a difference in the lives of nearly one out of every two residents. Every dollar donated to the United Way is invested in our Pitt communities.

That’s why I am asking you to join me in making a gift to the United Way today. It is one of the easiest, most convenient ways to make a difference locally in the lives of thousands of Pitt residents.

Thank you for caring - and thank you for your support of the United Way!

Together, we will help people in our community thrive not just survive.

End-of-campaign "thank you"
(Send to donors after campaign concludes)

Subject: You did it!

It is with deep pride that I congratulate our team at [COMPANY NAME] for your generosity and outpouring of service during the campaign for United Way. Real change only happens when we work together—and it’s as true in our community as it is inside our own company.

I’m pleased to report that [insert appropriate result statements from below:]

- [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

[*Additionally, (COMPANY NAME) employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign!]

You did a remarkable job. Although I’m proud as your CEO, I’m even more touched as a person simply working with such a group of generous people. We aren’t just working in Pitt County; we’re living here, too. And you’ve just made our community better for countless friends and neighbors.

Very simply, thank you.

With the warmest gratitude,

[CEO NAME]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way e-mails at your personal address. It’s a great way to learn about needs and opportunities throughout our community all year long.

*If your company arranges volunteer activities for employees, be sure to mention volunteers and hours they have given as well.