How to Maximize Communication With Paper Pledge Forms

As the Employee Campaign Coordinator, we appreciate the talents and energy you provide to inspire those around you to give and help their neighbors through United Way.

Thoughtful email communication is a great way to share consistent information with employees across your company. This document acts as a guide to provide templates and best practices to enhance the communication and inspire your employees to consider giving to United Way.

Who should send the emails?
Work with your leadership team to determine who can best inspire and motivate your employees. This might be the CEO, the ECC, or someone else.

How often should you send an email?
Timing depends on the length of your campaign, engagement level of your employees and number of events you have planned. You know your company better than anyone! This document provides some templates for communication you could consider.

Templates & Planned Communication

These provide a base for you to craft your messages. We encourage you to include details that are specific and relevant to your employees. Consider adding things such as:

• If your company matches donations and/or volunteer time. Fortunately, we work at a company that encourages us all to give back, and cares about our community. All donations to United Way will be matched by <company name>, meaning when you give, we make double the impact on our community.

• Your fundraising goal as a company. This year, we have set a goal of raising <$goal>. Each one of us can play a role in achieving this important goal for our community, and we know that these dollars will go toward creating a better tomorrow for all of us. Together, we are unstoppable.

• The date, time and location of any kick off events, special events, or employee meetings. We invite you to join us on <date, time, and location> for our United Way kickoff.

Continue to next page for email templates…
One week prior to Campaign Kickoff
Subject: Together <company name> employees are unstoppable!
Calendar invite title: United Way Campaign Kickoff

Dear <First Name>,
I'm excited to share that <company name>’s United Way campaign begins next week. Plan to join us for the Kickoff Event:

<Date/time>  
<Location>  
<If virtual, add LINK>

Next week, you will receive a United Way pledge form. I encourage you to consider making an investment in our community this year.

As members of the <company name> family, we all care about the community where we live, work and call home. When you give to United Way of Cass-Clay, your dollars stay right here in our community and go to tackling our community's biggest challenges such as hunger, homelessness, and lifting families out of poverty.

When people like us UNITE, we create the change our community needs.

Thank you for your consideration,

<email signature>

Day before Campaign Kickoff
Subject: Don’t forget to join us!

It's almost here! Please plan to join us for our United Way Campaign Kickoff event.  
<Date/time>  
<Location>  
<If virtual, add LINK>

As members of the <company name> family, we all care about the community where we live, work and call home. When you give to United Way of Cass-Clay, your dollars stay right here in our community and go to tackling our community’s biggest challenges such as hunger, homelessness, and lifting families out of poverty.

Hope to see you there!  
<email signature>
Campaign Kickoff Day
Subject: Together we are unstoppable-today is the day to make an investment

Dear <First Name>,

Today is the day! Today you will receive a United Way pledge form, and I encourage you to pause for a moment and take the time to see how and why an investment in United Way is so important to our company, our community, and all of us.

• Watch this video <insert link> to see how United Way dollars are helping to prevent families from becoming homeless
• Browse here to see how United Way is solving our community’s biggest challenges through their Bold Goals

I hope you will consider a weekly investment, or opt to have your gift come out of your paycheck. Imagine if all of us at <company name> gave a little each week from our paycheck, and what that could mean for moms, dads, children and people in our community who need our help.

When we work together, we can create the change our community needs. I invite you to join <company name> in creating a community filled with hope and opportunity for everyone.

Thank you for giving and investing in the community we call home,

<email signature>

Mid-Campaign
Subject: Join us in being Unstoppable!

Hello ____,

This year the United Way of Cass-Clay is shining a spotlight on homelessness. And how we, together, can prevent homelessness for 90% of local children and families by 2023.

I encourage you to pause for a moment and take the time to see how and why an investment in United Way is so important to our company, our community, and all of us. Watch this video <insert link> to see how United Way dollars are helping to prevent families from becoming homeless.

Browse here to see how United Way is solving our community’s biggest challenges.

If you haven’t pledged yet, please consider giving today. Together, you, <company name> and United Way can provide moms like the one in the video the right support at the right time and prevent them from ever becoming homeless.

Thank you,

<email signature>
Two days prior to Campaign Close
Subject: Last chance to make an investment in our community

Dear <First Name>,

As our United Way campaign is coming to a close, I want to say thank you for taking the time to learn about the challenges in our community, and how we can work together with United Way to solve them and create a better tomorrow for all of us.

If you have already made an investment in United Way this year – thank you. I know we can feel good knowing that United Way will leverage this investment to make long-term, meaningful impacts for lasting social change for our Cass and Clay communities.

Where children never have to wonder where they will sleep at night. Where families don’t have to choose between paying rent or buying food. Where parents can provide their children opportunities. And where people achieve the dreams they never thought possible.

There is still time to make an investment – our United Way campaign ends on <date.>

Ending homelessness for children and families is within our reach, if we work together.

Thank you for your consideration,

<email signature>

One day prior to Campaign Close
Subject: Last chance to make an investment in our community

Dear <First Name>,

As our United Way campaign is coming to a close, I want to say thank you for taking the time to learn about the challenges in our community, and how we can work together with United Way to solve them and create a better tomorrow for all of us.

If you have already made an investment in United Way this year – thank you. I know we can feel good knowing that United Way will leverage this investment to make long-term, meaningful impacts for lasting social change for our Cass and Clay communities.

Didn’t get a chance to give? There is still time! Our United Way campaign ends on <date.> I encourage you to make an investment today for our community.

Just like we come together at <company name> to thrive together, we can come together to help end homelessness for children and families in our community.

Thank you!

<email signature>
Within a week after Campaign Close
Subject: So proud of your commitment to community!

Dear <First Name>,

I just want to share my gratitude to those of you who contributed to the United Way campaign this year. I am humbled at our ability to continually come together to face challenges. And honored to work next to people who care so deeply for our community.

Thank you for all you do.

<email signature>