

# 2022 Workplace Campaign Email Toolkit

**Intro:** The following email toolkit has been created to facilitate your United Way Workplace Campaign. It is important to us that we do our part by giving you all the necessary documents, examples, and information to successfully engage your staff and company.

**Description:** The following document includes email templates and a timeline for your organization's leaders to easily plug in and send to all employees. We have included nine (9) email templates for you:

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.** Home-delivered meals were provided to 650 older adults, many of whom were homebound and unable to regularly purchase groceries. Children who have experienced abuse can now have their forensic interview done in the comfort of their home, or another safe place, thanks to the new mobile forensic interview model made possible through United Way funding.
- **Giving more kids the chance to succeed.** United Way helped to provide school supplies and other resources to over 200 low-income families at the start of the school year. Over 100 children with disabilities in Kankakee and Iroquois Counties gained free or low-cost services including access to walkers, wheelchairs, and assistive technology. 171 new families subscribed for free Bright By Text updates and resources since July of 2021.
- **Providing a path toward financial stability.** 118 families received housing assistance and homeless prevention services in the last year. Through United Way funding, individuals and families were able to access job training, computer literacy, and financial literacy programs, in addition to other programs geared towards supporting youth and seniors.

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 this year in helping our neighbors live their best possible lives!

Thanks,

[ECC signature]

## CEO ENDORSEMENT EMAIL

- *Synopsis:* Generate excitement about the upcoming campaign by letting employees know it's launching soon and top leadership supports the efforts.
- *Recommended send time:* 1-3 days before your company's United Way campaign start date

**From:** [CEO]

**To:** [company name] employees

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

Hello,

I wanted to make sure you saw this note from [Employee Campaign Chair Name] announcing the launch of our 2022 United Way Campaign.

The critical work of United Way of Kankakee and Iroquois Counties in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [Company Name]. *[Feel free to insert any personal anecdotes about connection to United Way's work here.]*

Please join me in supporting such a great cause. I'm excited to see what we accomplish together.

Thanks so much for being part of this — read on for more details!

[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:** One, two, three ... kickoff! Join us, [employee first name]

Hi [employee first name],

**Today kicks off our 2022 United Way campaign!** Your support helps our neighbors, friends, and families live their best possible lives. To share a real-life example of this in action, here is a video from United Way volunteer, Kent Wade.

LINK: <https://youtu.be/Jxv7LqSkyPQ>



**Help your community and make a gift to United Way today!** Like Kent shared, when you give to United Way of Kankakee and Iroquois Counties, you assist in change the lives of people right here in our community.

Thank you for your support,

[ECC Signature]

## CHECK-IN EMAIL #1

- *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:** Let's strengthen our community, together

Hi [employee first name],

We've made great progress on our company's United Way campaign goal. In fact, we are [insert %] of the way to our goal. But we need your help.

Your gift of a few dollars each paycheck, or a one-time gift of any size, helps United Way meet the greatest needs of our community.

Make your pledge today to build a stronger, healthier future for families in Kankakee and Iroquois Counties.

Already made your gift to United Way? Thank you for your continued support and devotion to your neighbors.

[ECC signature]

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## FINAL CAMPAIGN EMAIL

- *Synopsis:* Keep your campaign's momentum going with a final reminder to make a gift. Encourage last-minute support; every gift counts!
- *Recommended send time:* Last day for gifts

**From:** [Employee Campaign Chair]

**To:** [company name] employees

**Subject:** Change doesn't happen alone. We need you!

Hi [employee first name],

Today is the last day of our United Way campaign. This year, we came together in a BIG way to help our community. Let's keep this amazing momentum going.

Every gift counts. Join your coworkers and make your gift by the end of the day!

Thank you for your continued support, [employee first name].

[ECC signature]

## 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:** We couldn't have done it without you, [employee first name]

What a great year!

Thanks to your support, we raised more than [insert \$ amount raised] for this year's United Way Campaign.

This would not have been possible without your generosity and support. Thank you for your participation and for taking the time to learn about United Way and its importance in our community.

Forgot to turn in your pledge form? It's not too late! Drop your pledge form off [insert ECC info].

Once again, thank you, [employee first name], for joining us in our United commitment to fight for families in Kankakee and Iroquois Counties.

[ECC signature]

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## CEO THANK YOU EMAIL

- *Synopsis:* Thank employees in a special way with a message from the CEO or other leadership members.
- *Recommended send time:* 1-2 business days after campaign ends

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

**To:** [company name] employees

**Subject:** Thank you, [employee first name]

Hi [employee first name],

I wanted to express my deep gratitude for the generosity and dedication of [company name] employees.

This year, we rallied together to meet a common goal, and that goal is not just about a number – it's about helping individuals and families in need right here in Kankakee and Iroquois Counties.

I am so proud of all who stepped up to assist our neighbors.

Thank you again for supporting United Way of Kankakee and Iroquois Counties and the people in our community.

Sincerely,

[CEO signature]