

Corporate Toolkit 2024
Employee Communication Sample Emails

Employee Giving Campaign Emails

Email plays an important part in many of our most successful employee giving campaigns. It can let you **express your organization’s culture, celebrate real-time campaign milestones and have a little fun in the process!**

The templates below are meant as a springboard — **you know your organization best, and can make these emails even better.** Three to four well-timed reminder emails can be enough to help your team feel a sense of ownership as you reach your campaign goal. Remember to thank those who have already given, and consider shout-outs to volunteers or donors who have gone above and beyond. Here are a few other times to consider emailing your team:

- Campaign kickoff and midpoint
- After leadership events
- After volunteer projects
- At key points on the way to your goal

General Advice

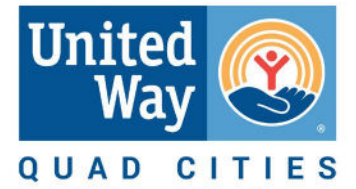
Know your audience. The most important thing you can do is keep your teammates’ interests in mind as you customize these templates.

Write in a way that’s authentic to you and your organization. Talk about what you can accomplish together for your community through United Way. And, celebrate your successes along the way.

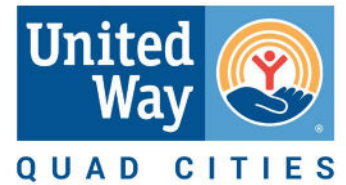
By taking time to engage your team to be a part of the solution, you are providing an amazing gift that can have an enormous positive impact on kids and families. **From the bottom of our hearts, thank you!**

Below is customizable text and copy for eight donor emails. Here is an overview:

- Welcome
 - 1a. [Campaign Preview](#)
 - 1b. [CEO letter: Campaign Preview](#)
 - 1c. [Campaign Kickoff](#)
- Reminders
 - 2a. [The Impact of Your Gift](#)
 - 2b. [Great Things We Do Together](#)
 - 2c. [“Last Call” Email](#)
- Thank You
 - 3a. [General Thank-You Letter](#)
 - 3b. [End-of-Campaign Thank You](#)



- 3c. [CEO Letter: End-of-Campaign "thank you"](#)



Email 1a:

Campaign Preview

From: Your CEO or United Way Quad Cities' Board or Campaign Chair

Audience: All company employees

When: One week before your campaign launch

Subject Line: Help our community thrive with United Way.

Hi [SALUTATION],

If you're the kind of person who wants to make a difference in our community, we have just the opportunity for you.

Starting [LAUNCH DATE], you're invited to create opportunity for every person in the Quad Cities through [COMPANY NAME]'s Annual Community Campaign for United Way Quad Cities.

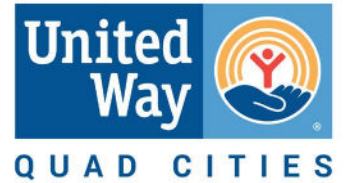
For the Quad Cities, United Way is the only nonprofit uniting people and organizations to build a better community where everyone can get a quality education, a good job – and live a healthy life.

I trust United Way to solve our community's biggest issues by tackling the root causes, with a focus on education, financial stability and health. This focus creates a foundation for everyone in our community to reach their full potential.

This is about more than donations: From volunteering to advocacy, there are many ways you can get involved. We've got some special events and activities planned to make it easy to give back, and have a little fun in the process.

If you're curious about the work we're supporting, visit the United Way Quad Cities website at www.UnitedWayQC.org to learn more. We'll be in touch again on campaign kickoff day!

[YOUR EMAIL SIGNATURE]



Email 1b:

CEO Letter: Campaign Preview

From: Your CEO

Audience: All company employees

When: a few weeks before launch

Subject Line: [COMPANY] + United Way. In the business of transforming lives.

Hi [SALUTATION],

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 Quad Cities Annual Community Campaign in just a few weeks. We're joining 250+ companies and thousands of people who are coming together this year to put opportunity in the hands of all Quad Citizens.

United Way helps lead the charge to strengthen the building blocks of opportunity – education, financial stability and health – right here in our community. When you give to United Way, you're doing the same.

[OPTIONAL – Comment on how this aligns to your company's core values or culture]

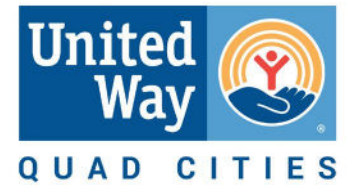
This is our chance as a company to strengthen our Quad Cities. Whether it's giving a few dollars, or giving at the highest levels, every amount makes a difference for our neighbors.

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 EMAIL SIGNATURE]



Email 1c:

Campaign Kickoff

From: Your CEO or United Way Quad Cities' Board or Campaign Chair

Audience: All company employees

When: Morning of your campaign launch

Subject Line: In the Quad Cities, everyone deserves the opportunity to thrive.

Hi [SALUTATION],

[COMPANY NAME] is proud to kick off our Annual Community Campaign for United Way today. Like United Way, we believe that by working together, we can help change lives and strengthen our community.

United Way mobilizes people and resources to solve the biggest challenges facing our kids and families. With the support of people like you and me, they were able to respond to the needs of over 91,000 of our neighbors, to create opportunity and help our neighbors thrive.

Still, too many high school students graduate **unprepared for college or a career**. 39% of Quad Cities residents in **do not earn a living wage**. And many of our neighbors **do not receive routine, preventive health care**.

Together, we can change that.

Last year, [NUMBER OF PARTICIPATING EMPLOYEES] [COMPANY NAME] employees gave [TOTAL 2023 CAMPAIGN AMOUNT AND/OR VOLUNTEER HOURS], which not only made the whole company proud but also made our community a better place to live, work and raise our families. Here's how to make this year even more successful:

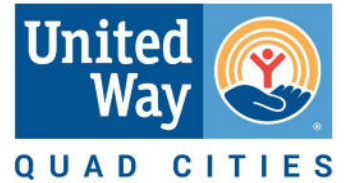
- Make your pledge to United Way. If you wish, you are invited to [join a United Way donor network](#) that aligns with your interests and giving level. All donor networks offer volunteer opportunities, events and networking as part of meaningful year-round engagement.
- Come to a [meeting/rally*] to learn more about how we can make the biggest possible difference.
- Volunteer with your colleagues – email me for more information – or sign up for a volunteer opportunity through [United Way's Volunteer Hub](#).

Thank you for joining [COMPANY NAME] and United Way in providing opportunity to all Quad Cities residents.

[CEO or CORPORATE LEADER EMAIL SIGNATURE]



[Editor's Note: Make sure meetings and/or rallies have been approved by your company. Be clear in your email about the date, time and location, and if needed specify whether the meeting/rally is in-person or virtual.]*



Email 2a:

The Impact of Your Gift

From: Your CEO or United Way Quad Cities' Board or Campaign Chair

Audience: Staff who have not yet given to United Way during the Annual Community Campaign

When: When needed

Subject Line: Mobilizing our community and changing lives.

Hi [SALUTATION],

You may have wondered: How *exactly* is United Way using gifts to make a difference in our community? It's a fair question that I've heard now from multiple colleagues at [COMPANY NAME].

Day in and day out, United Way invests in programs that meet the most urgent needs in our community. We're proud of all we've accomplished together for the Quad Cities:

Last year, with the support of donors and advocates like you, United Way helped:

- 19,000+ students from pre-K through high school get on the path to educational success.
- 53,000+ Quad Citizens receive assistance to get and keep better jobs, get out of debt and build savings for the future.
- 19,000+ neighbors access primary health and wellness resources they need to live healthy lives.

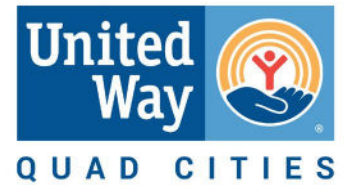
They're the ones connecting with other agencies, schools and community partners to identify the biggest challenges in our community. And they magnify resources to meet the needs of our kids and families.

When you join me in giving to United Way, you strengthen the building blocks of opportunity – education, financial stability and health – so that more of our neighbors can thrive.

I give to United Way because my gift stays local and makes the biggest possible impact. I hope you will join me to make a difference by giving at the level that's right for you.

Thank you,

[CEO or CORPORATE LEADER EMAIL SIGNATURE]



Email 2b:

Great Things We Do Together

From: Your CEO or United Way Quad Cities' Board or Campaign Chair

Audience: All Staff

When: When needed

Subject Line: [COMPANY NAME] & United Way QC: Partnering Together

Hi [SALUTATION],

We want to take a moment to celebrate all the ways United Way Quad Cities and [COMPANY] have made a real difference in the lives of people in our community.

[This email should be tailored to your relationship with the company. We suggest:

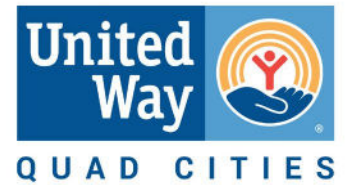
- Highlight the number of years a company has been a sponsor
- Highlight the impact the company has had during your day of action/day of caring—the # of hours, the value of that volunteer service to the community. How United Way has helped deepen the company culture around service. Add photos from Day of Action/Caring, if you have releases.
- Has the company done food drives or holiday drives through United Way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?]

Let's build on [COMPANY'S] legacy to do even more. Give to United Way today to create opportunity for every person in the Quad Cities.

Thank you,

[CEO or CORPORATE LEADER EMAIL SIGNATURE]

[Editor's Note: The text of this email can also be used as a landing page on your website all about the partnership and impact of the company and United Way Quad Cities]



Email 2c:

"Last Call"

From: Your CEO or United Way Quad Cities' Board or Campaign Chair

Audience: All Staff

When: All staff the second to last day of your Annual Community Campaign.

Subject Line: [Last Chance] Join Us In Creating Opportunity

Hi [SALUTATION],

Email Body:

Tomorrow is the final day of our United Way Annual Campaign. Already, [PARTICIPATION RATE] % of your colleagues have added their name to the list of [COMPANY NAME] employees dedicated to improving the lives of our neighbors in need.

I feel truly humbled to work among a group of professionals who are committed to tackling our community's toughest issues to create a stronger Quad Cities for everyone. Together, we are creating a foundation for everyone in our community to reach their full potential.

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

If you haven't already given, please join me in making a pledge and investing in United Way. 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.

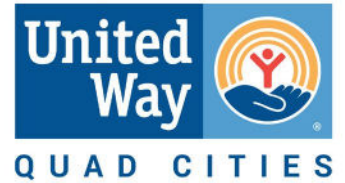
Sincerely,

[CEO or CORPORATE LEADER EMAIL SIGNATURE]

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.]



Email 3a:

General Thank You Email

From: Your CEO or United Way Quad Cities' Board or Campaign Chair

Audience: Staff who donated to United Way during the Annual Community Campaign

When: After campaign ends

Subject Line: Thank you: you gave the gift of opportunity

Hi [SALUTATION],

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 community. You've joined the ranks of those who "Rise United" and we are grateful for your commitment. THANK YOU! You are the reason United Way is able to create lasting change for our neighbors and our community.

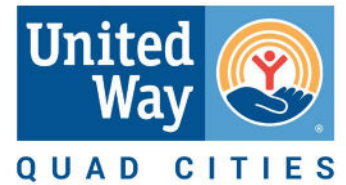
I hope you'll take your passion one step further and stay connected with United Way throughout the year. You can sign up to receive United Way news and updates to your personal email address, too. It's a great way to see where your investment is going and discover other ways you can get involved in our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

> [Sign up here to receive emails and impact reports from United Way.](#)

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

Thank you,

[CEO or CORPORATE LEADER EMAIL SIGNATURE]



Email 3b:

End of Campaign “Thank You”

From: Your CEO or United Way Quad Cities’ Board or Campaign Chair

Audience: All staff

When: After campaign concludes

Subject Line: Amazing! [COMPANY NAME] did it.

Hi [SALUTATION],

I couldn’t believe my eyes when I saw the final numbers for our United Way Quad Cities Annual Campaign. Join me in celebrating the outstanding success of our [COMPANY NAME] campaign!

You really showed up for the Quad Cities. And, now more kids and families will have opportunity as a result. I’m so appreciative that you came together to send a strong message that [COMPANY NAME] is here to help our community thrive.

I’m thrilled to report:

- [COMPANY NAME] employees gave \$[TOTAL DOLLARS PLEDGED] to United Way.
- [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way.
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way.

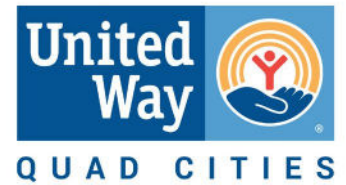
Additionally, [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Even though I am so tremendously thankful, I’m really not speaking for me. I’m thanking you on behalf of the thousands of Quad Citizens – families, children, neighbors and friends – who will be more prepared to graduate, who will find pathways out of poverty and who will have their health needs met because of your generosity. From all of those who will be served, I extend my warmest gratitude.

Sincerely,

[CEO or CORPORATE LEADER EMAIL SIGNATURE]

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



Email 3c:

CEO End of Campaign “Thank You”

From: Your CEO or United Way Quad Cities’ Board or Campaign Chair

Audience: Staff who donated to United Way during the Annual Community Campaign

When: After campaign ends

Subject Line: I am proud of the [COMPANY NAME] team.

Hi [SALUTATION],

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]

- [COMPANY NAME] employees gave \$[TOTAL DOLLARS PLEDGED] to United Way.
- [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 a group of such generous people. We aren’t just working in the Quad Cities; 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 EMAIL SIGNATURE]

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