

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 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 situations 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

You know your audience. The most important thing you can do is keep your colleagues' 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're providing an amazing gift that results in an enormous positive impact on kids and families. **From the bottom of our hearts, thank you!**

Below is customizable text and copy for nine 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"](#)

Thank You

- 3a. [General Thank You](#)
- 3b. [End-of-Campaign Thank You](#)
- 3c. [CEO letter: End-of-Campaign Thank You](#)



Email 1a: Campaign Preview

From: Your CEO, company leader or United Way Quad Cities ambassador

Audience: All employees

When: One week before your campaign launch

Subject Line: Help create opportunity in our community with United Way.

Hi [SALUTATION],

If you want to make a difference in our community, we have the perfect solution.

Starting [LAUNCH DATE], you're invited to create access and opportunity for everyone in Rock Island and Scott counties through [COMPANY NAME]'s Employee Giving Campaign for United Way Quad Cities.

Here in the Quad Cities, United Way is uniting people, partners, and resources to close gaps and create lasting change – so everyone in the community can learn, earn, and live well.

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

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 UnitedWayQC.org to learn more. We'll be in touch on campaign kickoff day!

[YOUR EMAIL SIGNATURE]



Email 1b: CEO Letter Campaign Preview

From: Your CEO

Audience: All 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 Employee Giving Campaign in just a few weeks. We're joining 100+ companies and thousands of people who are coming together this year to put opportunity in the hands of all Quad Citians.

United Way helps lead the charge to strengthen the building blocks of opportunity — education, financial security and health — right here in the Quad Cities. 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 community. Whether it's giving a little, or giving at the highest levels, every dollar counts.

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 company leader

Audience: All employees

When: Morning of your campaign launch

Subject Line: In the Quad Cities, everyone deserves to learn, earn, and live well.

Hi [SALUTATION],

[COMPANY NAME] is proud to kick-off our Employee Giving Campaign for United Way today. Like United Way, we believe that by working together, we can change lives and build a stronger Quad Cities.

United Way unites people, partners, and resources to close gaps and creating lasting change, so everyone in the Quad Cities can thrive. Last year, with our support, employee giving campaigns fueled some incredible impact:

- 15k+ students benefited from programs focusing on improving reading levels, mentoring, and career readiness
- 46k individuals accessed tools to become financially secure, ranging from affordable housing to budgeting, and new jobs
- 26k neighbors gained access to physical and mental health care
- 122k+ meals served
- 54k+ shelter nights provided

There's still more to be done. Too many high school students graduate **unprepared for college or a career**. 42% of Quad Cities residents **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 2024 CAMPAIGN AMOUNT AND/OR VOLUNTEER HOURS], which made the whole company proud and 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.

Attend 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 creating access and opportunity for all Quad Citizens.

[CEO or CORPORATE LEADER EMAIL SIGNATURE]

[*Editor's Note: Make sure meetings and/or rallies are 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 company leader

Audience: Staff who have not yet given to United Way during the Employee Giving Campaign

When: When needed

Subject Line: Uniting 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.

United Way goes where public dollars stop – and serves as both the spark to ignite action, and the steward to guide long-term solutions. They do this in two unique ways:

- *Place-based initiatives* - solving problems where they're felt most, through coordinated action in trusted spaces like schools and neighborhoods
- *Strategic grantmaking* - funding solutions that demonstrate results and align with our shared goals for the region

United Way knows that if they bring community resources to where life happens, like schools, neighborhoods, and work places, it makes support easier to find and use for those who need it most.

And they do this because when people have the opportunity to build a better life, they do. And the Quad Cities becomes stronger as a result.

I give to United Way because my gift stays local and makes the biggest possible impact. I hope you'll 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 company leader

Audience: All employees

When: When needed

Subject Line: [COMPANY NAME] & United Way Quad Cities: 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 and create a community where everyone can learn, earn, and live well.

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, company leader or United Way Quad Cities ambassador

Audience: All employees

When: All staff the second to last day of your Employee Giving Campaign

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

Hi [SALUTATION],

Tomorrow is the final day of our United Way Employee Giving Campaign. Already, [PARTICIPATION RATE] % of your colleagues have added their name to the list of [COMPANY NAME] employees dedicated to creating access and opportunity for all Quad Citians.

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're creating a foundation for everyone can learn, earn, and live well.

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 student or family in need, right here in the Quad Cities 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 stronger Quad Cities – now and for generations to come.

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

From: Your CEO or company leader

Audience: Staff who donated to United Way during the Employee Giving Campaign

When: After campaign ends

Subject Line: Thank you! Your gift opened doors.

Hi [SALUTATION],

If you're feeling proud, you should be!

Making a pledge like you did demonstrates that you care to take action toward creating a better, stronger Quad Cities. We're 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.

> [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 company leader

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 Employee Giving 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 access and 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 learn, earn, and live well.

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'm so tremendously thankful, I'm really not speaking for me. I'm thanking you on behalf of the thousands of Quad Citians — students, families, neighbors and friends — who will be more prepared to graduate, who will find pathways to financial security, 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 company leader

Audience: Staff who donated to United Way during the Employee Giving Campaign

When: After campaign ends

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

Hi [SALUTATION],

It's 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.