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.** A few 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.

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 three emails. Here is an overview:

Campaign Kick-off
Midway Reminder
End of Campaign Thank You

If you have any questions or need additional information, please reach out to your United Way Quad Cities contact.

Campaign Kick-off

From: Your CEO, company leader or United Way Quad Cities ambassador
Audience: All employees
When: 1-2 weeks before your campaign launch
Subject Line: Our United Way Quad Cities Campaign Is Starting - Here is the Opportunity

Hi [SALUTATION],

Something powerful happens when people come together around a shared goal; we create change that is greater than anything that any one person, company, or organization could do alone.

That's why I'm excited to kick off [COMPANY NAME]'s Employee Giving Campaign for United Way Quad Cities.

This year, the campaign is focused around an important opportunity in our community. Today, 1 in 3 Quad Cities students (6,980 children) are on the verge of reaching milestones that can determine the rest of their future. Milestones like reading on grade level, **attending school consistently, building confidence, and staying on a path toward long-term success are within reach for thousands of students. With the right support, they're within reach of crossing that finish line.**

Reaching these milestones doesn't happen by chance. It happens when communities invest in the support systems that help students and families move forward, and that's what United Way does. They unite the schools, nonprofits, organizations, and community partners to help strengthen those support systems.

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]

Midway Reminder

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: Your Gift Can Help Put Students on the Path to Success

Hi [SALUTATION],

We're halfway through our United Way Employee Giving Campaign, and I wanted to personally invite you to join your colleagues in making a difference for our community.

At United Way Quad Cities, the focus isn't just on addressing today's challenges. It's about creating opportunities that help people succeed tomorrow.

Right now, 6,980 local students are within reach of important milestones that can shape their futures, and the future of our community. When students reach those goals, they're more likely to graduate, enter the workforce prepared, and become the leaders and neighbors that help the Quad Cities thrive. Through United Way's work, children, families, and neighbors gain access to the support, resources, and connections they need to keep moving forward.

That's why I choose to give. My gift stays local and helps strengthen the programs and partnerships that create lasting impact across our community.

If you haven't made your pledge yet, there's still time to. Every gift helps create more opportunities for people in our community to learn, earn, and live well.

Make your pledge today: [Campaign Link]

Thank you for considering a gift and for all you do to make [COMPANY NAME] a force for good in our community.

Thank you,
[CEO or CORPORATE LEADER EMAIL SIGNATURE]

End of Campaign Thank You

From: Your CEO or company leader
Audience: All staff
When: After campaign concludes
Subject Line: Thank You, [Company Name]

Hi [SALUTATION],

As our United Way Employee Giving Campaign comes to a close, I want to thank everyone who helped make it a success.

When we launched this campaign, we talked about the opportunity before us: helping more children reach milestones that put them on the path to success in their future. Because of your generosity, those milestones are now within reach for even more students and families in our community.

I'm proud to share that together, we achieved:

$ [TOTAL DOLLARS PLEDGED] raised for United Way
[PARTICIPATION RATE] % employee participation
[NUMBER OF DONORS] employee donors
[NUMBER OF VOLUNTEER HOURS] volunteer hours contributed

These numbers represent more than dollars and hours. They represent students moving closer to important milestones, families building stability, and neighbors gaining access to the support they need to thrive.

The future of the Quad Cities isn't something we simply wait for. It's something we build together. Thank you for helping create more opportunity for our community and demonstrating what [COMPANY NAME] stands for.

With sincere gratitude,
[CEO or CORPORATE LEADER EMAIL SIGNATURE]

P.S. Whether or not you participated in this year's campaign, I encourage you to stay connected to United Way throughout the year. It's a great way to see the impact being made and learn about opportunities to get involved in our community.