



Sample Email Templates

You may also create and save your own templates

Email 1- Campaign Kickoff Notification Email

I'm excited to announce that our 2019 United Way campaign will be kicking off shortly. Those of you who have participated in the past know that investing in United Way fights for the Health, Education and Financial Stability of every person.

Whether it's for a crisis or referral call to 2-1-1, free tax preparation, a hot meal, counseling services or after school programs, 1 in 4 people in our community will use a community service or partner program of United Way this year.

Very shortly, we will all have an opportunity to be a part of this critical work. I urge you to find out more about how United Way is affecting your community.

Visit their website at www.uwbrevard.org and attend one or more of our upcoming campaign events. You will see that your support is truly making a difference, in countless ways.

Please join me at our kickoff on **DATE** at **TIME** at **LOCATION**. Join the fight with me this year!

Email 2 –Initial Welcome Email

Sent from United Way with each employee's secure unique log on link

We believe that when one person is helped through a difficult situation, our whole community is made better. We partner with United Way because they fight for the Health, Education and Financial Stability of every person.

Here are just a few reasons why I believe in United Way (and why I hope you will support our campaign this year):

- United Way leverages our donations to do more. Every ONE dollar we donate brings an average of THREE matching dollars into our community.
- 1 in 4 people will use a United Way service this year (that's probably someone you know and care about).
- Every program in United Way's funding process is carefully vetted by countless, qualified volunteers to ensure that our donations are doing the most good.
- United Way provides not just a safety net of emergency services (food, clothing, shelter, etc.), but also programs that help put people on the path toward a stronger future, such as books and mentors for young children, financial education classes for struggling families, and access to healthcare

I hope you will consider participating in the campaign this year. Whether you give to United Way and help our whole community, or designate to a specific human-service charity that you feel passionate about, payroll deduction makes it easy to give.

Together, we are changing lives and strengthening our community! What could be better than that!

⟨FirstName⟩, Click here to go online and make your pledge to change lives and strengthen our community!

Thank you!

Email 3- Mid Campaign Reminder Email to Non Respondents

Hello <FirstName>,

There's still time for you to participate in the United Way Campaign. Even if you decide not to donate at this time, please click the link below and make your pledge selection so we are sure you've had the opportunity to participate.

<FirstName>,Click here to go online and make your pledge to change lives and strengthen our community!

This link contains your encrypted login information; do not share or forward this e-mail!

Thank you!

Email 4- Final Campaign Reminder Email to Non Respondents

Hello <FirstName>,

Our campaign is wrapping up. There's still time for you to participate in the United Way Campaign. Even if you decide not to donate at this time, please click the link below and make your pledge selection so we are sure you've had the opportunity to participate.

<FirstName>,Click here to go online and make your pledge to change lives and strengthen our community!

This link contains your encrypted login information; do not share or forward this e-mail!

Thank you!

Email 5- Thank You Email

You've helped change the future for so many in our community. THANK YOU to everyone who participated in our United Way campaign!

I'm proud to announce that this year, XX percent of our employees gave, raising \$XX,XXX. <OrgName> team has truly impacted our community this year!

I encourage you to stay informed about the impact our gifts will make by visiting www.uwbrevard.org or following them on Facebook.