

2020 United Way Campaign Message Strategies for Workplace Campaigns

With social distancing and working remotely, your United Way workplace campaign may look very different this year. Traditional face-to-face meetings might not be possible. To better help you plan and execute the most effective fundraising campaign for your organization, we have developed a message strategy to help educate your co-workers about our local United Way.

Here are our five steps to a great campaign.

1. CEO Endorsement Message
2. Informative Touches One, Two and Three
3. The 'ASK'
4. Follow up Touches, One, Two and Three
5. Thank you

1. CEO Endorsement Message

This message should be sent one to three weeks before your official launch of your United Way campaign. It should show support of the campaign, announce the Employee Campaign Manager and create a sense of corporate responsibility. This message can be on company letterhead or an email directly from the CEO to all staff.

Sample Message:

I'm excited to announce that our 2020 United Way campaign will be kicking off shortly. This year's effort is being led by (Insert ECM name and his or her great team).

(Insert Organization Name) has a long tradition of supporting our community. With the pandemic, the demand for critical services has doubled and caused many who have never had to ask for help before to suddenly need it. I hope you will seek to learn more about United Way and consider participating.

I strongly believe giving is a personal decision. Choosing to give and/or how much is up to each individual.

I do urge you to find out more about how United Way is affecting your community. Please learn more about our United Way by visiting www.uwbrevard.org.

CEO Signature

2. Informative Touch Messages

These messages should be sent prior to the 'Ask' request. They are educational and inspirational messages intended to help increase understanding of United Way's work in the community. Plus, informed employees are among the best contributors.

Touch One Subject Line: Did you know every \$1 you donate is leveraged to bring \$3 to Brevard?

When you make a donation, United Way invests 90 cents of every dollar in nonprofit programs. Your gift ensures our neighbors have access to basic needs, education and financial supports ensuring they can start down a path to independence and success.

Did you know every dollar you donate brings an average of THREE matching dollars into the community with over \$17M in impact? Click here to see how your donation is making an impact.

<https://online.uwbrevard.org/servlet/eAndar.WebExtDocument/3539323432/323139/2020CommunityImpactFinalFrontOnly.pdf>

Touch Two Subject Line: Want to get out of the house for 2 minutes? Take a virtual UW agency tour!

Our United Way campaign starts shortly. Normally, we schedule tours of local agencies so you could see the great work United Way's 43 partner agencies are doing in Brevard. Since we can't do that this year, we are bringing you the tour virtually. I hope you will take two minutes to see how your donation is making sure our most vulnerable seniors are not going to bed hungry.

https://online.uwbrevard.org/servlet/eAndar.article/712/VirtualTour_AgingMatters2020

Touch Three Subject Line: Get ready for our United Way Kickoff

It's almost time to Kickoff our 2020 United Way Campaign. We have set an internal goal of (\$)!

(Share here key elements of your campaign plan – timeline, incentives or prizes. *While most people will give simply out of the goodness of their hearts, sometimes a little incentive makes it more fun. Insert your incentives here – Flee at Three pass, extra day of vacation, gift cards, etc.*)

Plus, to encourage people to give a little more (*or for the first time, even*), our boss (or insert name) has agreed to (Insert something here) if we meet our goal.

We have shared details of our campaign and where the dollars are going. However, real people right here in Brevard are being positively impacted by your generosity.

Let's work to get to that goal so we can help people in our own community. Please check out the story of Michael. He's a local Veteran who has completely turned his life around.

Click here to read Michael's Story.

<https://online.uwbrevard.org/servlet/eAndar.article/443/Success-Stories>

3. The 'Ask'

Hopefully this message will follow you in person or virtual meeting in support of your workplace campaign. This message is to reinforce the 'ask' and encourage participation.

Subject Line: WE UNITE. Please make your United Way pledge today!

Please consider making a pledge and helping families today. Your gift will be invested in more than 43 partner agencies that form a circle of support for them during tough times. With access to a wide variety of basic needs, education, and financial stability supports, they can receive the help they need to get back on their feet.

Local experts and volunteers evaluate each United Way funded program before investing your donation, so you can know your dollars are funding the programs that will make the biggest impact.

Our gifts are helping people in real need. I invite you to join me in making a pledge today.

https://online.uwbrevard.org/servlet/eAndar.WebExtDocument/3539323431/323139/2020_Brochure_FINAL.pdf

4. Follow Up Messages

These message should be sent during your campaign as your coworkers are making their decisions to give. If you are using ePledge, you can select to send only to those employees who have not responded on their giving decision.

Reminder 1 - Subject Line: WE UNITE . . . Let's go!

Our campaign is off to a great start. I know you are busy, but please take a moment to consider participating in the 2020 United Way campaign.

When you make a donation, United Way invests 90 cents of every dollar in nonprofit programs that form a circle of support for people in need. When our neighbors have access to basic needs, education and financial supports, they can start down a path to independence and success.

Reminder 2 (Optional for shorter campaigns) - Subject Line: WE UNITE – Let's Lend a Hand!

Here in this community we call home, there is a family looking for a safe place to live. A student is working hard so she can graduate on time. A young adult is ready to get a head start on his future by securing a stable job.

You can help them succeed by making a pledge today. 90 cents of every dollar will go right back into Brevard County, helping to fund more than 43 local nonprofit programs. Every program is evaluated, so you can trust your dollars are funding those that are making the greatest impact.

Please take a moment to make your pledge . . . thanks for your consideration.

Reminder 3

Subject Line: WE UNITE – There is still time to make a difference.

It doesn't take much to make a difference . . . a gift of any size can make a difference. You can help people in need by making a contribution of any size to United Way of Brevard's campaign.

When thousands of people like you give, your combined generosity funds more than 60 local non-profit programs. And by empowering these programs to help our neighbors, you're making big things happen!

Our campaign is wrapping up, please consider a making a donation today.

5. Thank You

Your thank you message should be sent at the end of your giving timeline. It's a chance to celebrate your success and it is just good manners!

Subject Line: Thank you! WE UNITED

You've helped change the future for so many in our community. THANK YOU to everyone who participated in our United Way campaign! Your generosity is making our community a better place to live for us all.

I'm proud to announce that this year, XX percent of our employees gave, raising \$XX,XXX. COMPANY NAME 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.

United, we are making our community a healthy, vibrant place to live and work. Please take a moment to celebrate yourself and the people you work with. Thanks for caring!