**Copy and paste the content below as needed.** [**Click here to download the UWGNH logo.**](https://assets2.brandfolder.io/bf-boulder-prod/mb7sxqmcnb9vngg3bt5m2gsp/v/58457802/original/Logo_UWGNH.jpg)



**CAMPAIGN PREVIEW**

**SEND ONE WEEK BEFORE THE START OF THE CAMPAIGN**

**Subject Line:** Get ready to make a difference

**Body Copy:**

Dear Colleagues,

It’s time for our annual United Way campaign and I’m excited to coordinate our effort this year. Our campaign will launch on <<date>> and we have set a goal this year to raise <<insert goal>>. Knowing what our team can do when we all pull together, I am confident that we will achieve it.

You can help make our community better, more equitable and stronger with your gift to United Way today. Your donation will:

1. Help more children and families get a good start in life
2. Help more people meet their basic needs for food and housing
3. Chart a path towards financial stability for families through job training and financial support

Together, we have already touched the lives of hundreds of thousands of people. But we know we need to focus on long-term solutions as we Respond, Recover and Reimagine a brighter future. Your donation will ensure even more people get the help they need. Please donate now.

I’ll be sharing more in the weeks ahead about United Way’s life-changing work and how we can come together to invest in the future of our community.

If you have questions, please do not hesitate to reach out.

Thank you for Living United,

[YOUR NAME HERE]



**CAMPAIGN KICKOFF**

**SEND AT THE START OF THE CAMPAIGN**

**Subject Line:** Let’s come together to help a local family

**Body Copy:**

Good afternoon,

At [COMPANY NAME HERE] we are committed to improving the quality of lives for people in our community. Through our long-standing partnership with United Way we create real change, help others, and strengthen our entire community. Because of our support, United Way changed the lives of over 100,000 of our neighbors last year. This is something to be proud of!

Together, we can help families like Quanella’s. She is a working mother with four kids. Like many others, when the coronavirus hit, Quanella lost her job and fell on hard times. She needed help to get by. United Way was able to get funds directly into Quanella’s hands to meet her family’s most immediate needs. “The money gave me the choice to make a decision about what was the most important need for my family.”

A donation to United Way changes lives. Right now, there is a family counting on us. Please consider participating [INSERT LINK]. There are many ways to give – one of the easiest is through payroll deduction, which allows you to give a little at a time. No gift is too small.

We’ve set a goal of raising [GOAL AMOUNT] and I know we can do it!

Thank you,

[YOUR NAME HERE]



**CAMPAIGN LAST PUSH**

**SEND ON THE LAST DAY OR TWO OF THE CAMPAIGN**

**Subject Line**: Add your name to the list

Body Copy:

Good morning!

Tomorrow is the last day of our United Way campaign and we are so close to reaching our goal of $[DOLLAR AMOUNT]. Let’s come together to show our neighbors what is possible when [COMPANY NAME] Lives United.

Did you know that a donation of $5 a week can provide a month of groceries for 6 families?

Already, so many of you have added your name to the list of [COMPANY NAME] employees who care about their community by making a pledge to help families in need. We have an opportunity to do something special.

The campaign video that you saw was narrated by Surrenity, a single mother who received help from United Way and wanted to share her story. You can [see more from her here](https://youtu.be/6VWK1sQaZXo), but she sums it up well:

*“Being part of community means giving and receiving. I have historically been part of the giving end, but now I am on the receiving end, which is very challenging. But it's been good to know - that which you give returns. There are people out there who really care for you and want to help you.”* - Surrenity

Every additional person who donates helps one more child or family thrive. At a time when the need is so great. If each person who has not yet given donates just $[DONATION AMOUNT], we will get there! Can you help make a difference today?

If you have questions about how to donate, please let me know.

Sincerely,

[YOUR NAME HERE]



**CEO MESSAGE**

**SEND TOWARD THE BEGINNING OF THE CAMPAIGN**

**Subject Line:** There is still time to join

**Body Copy:**

Good afternoon,

Our United Way campaign is the opportunity to come together to help our neighbors in need. There are still thousands of people struggling from the effects of the pandemic. Many face complex problems that existed before the pandemic that got worse during COVID-19. United Way is on the front lines addressing their needs.

We have the opportunity to take action to make a difference at a time when the needs are so great. Will you join me in making a donation? When you give to United Way, whether it’s one dollar, or at the highest levels of the Leadership and Tocqueville Societies, you’re changing lives.

To give today, visit [INSERT LINK] or see [INSERT NAME] to make your donation.

When we — as individuals and an organization — join together and support United Way, things get better. Children are nurtured and can succeed in school. Families become financially stable. Everyone has the opportunity to reach their full potential and thrive.

Thank you in advance for your generosity.

Sincerely,

[CEO NAME]



**THANK YOU**

**SEND TO PEOPLE WHO HAVE MADE A GIFT**

Subject Line: You’re making a difference!

Body Copy:

Dear [NAME],

Thank you for participating in our United Way campaign and investing in the future of our community. By stepping up and making a gift, you are the reason United Way of Greater New Haven will have the resources it needs to build better, more equitable communities and help more people like Sierra.

*“United way helped me find childcare while I was in school, and I earned my bachelor's degree. Now I'm going back for my master's in elementary education, and I'm going to be one of the educators who contributes to the success of future generations. Now I’m giving back. Investments that are put into United Way really go a long way.”* - Sierra, New Haven Resident

Thank you so much, not just from me or [COMPANY NAME], but from the countless lives you have impacted with your generosity.

Sincerely,

[YOUR NAME HERE]