

SAMPLE EMAIL MESSAGES

SAMPLE KICK-OFF INVITE

United Way of the Lakeshore is uniting to inspire change and build thriving communities by fighting for the health, income stability, and education of every person in our community. Their goal is to create real, lasting change that prevents problems from happening in the first place.

We believe in the work that they do and hope you join me in making an impact in our community. I'm inviting you to be a part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow for everyone in our community

We invite you to become a part of it.

Please join us at (WORKPLACE) United Way Campaign Kick-Off Event on (INSERT DATE) and learn more about making a difference with us.

SAMPLE ASK EMAIL

We invite you to join us at (WORKPLACE) in standing together to create a stronger, healthier, and more resilient community. By coming together, we can expand opportunities, enhance well-being, and build financial stability for everyone in our community.

Because united, we uplift. United, we empower. United, we can transform the world around us.

Join me and (WORKPLACE) in making a gift to United Way and be a part of the change we want to see in our community.

NEED HELP OR KNOW SOMEONE WHO DOES?

United Way wants to be sure that anyone has access to information 24 hours a day, 365 days a year. 2-1-1 provides free information and referrals to human services in your town. Dial 2-1-1 to get connected with a person who can answer your questions and find community services to assist you.

THE 15-MINUTE GROUP MEETING

ITEM	PRESENTER	TIME
Opening remarks	Employee Coordinator	1 min.
CEO Endorsement	Company Leadership	1 min.
United Way Overview	United Way Representative/ Loaned Executive/Employee Coordinator	5 mins.
Campaign Video &/Or Speaker	Choose between Video or Have A United Way Agency/Volunteer Testimonial	5 mins.
Ask for the Gift	Employee Coordinator/ United Way Representative	2 mins.
Closing Comments	Employee Coordinator	1 min.

Working together to create a future where **everyone** can thrive is at the heart of what we do. As a United Way Coordinator, you're an **essential** part of this mission, and **WE'RE WITH YOU EVERY STEP OF THE WAY.**

Visit our website to access a range of resources designed to help you make a meaningful impact: from sample endorsement and thank you letters to downloadable United Way logos, creative ways to express gratitude, and exciting ideas for special events and incentives.

Join us in advancing the well-being of our community, and discover how your role can contribute to lasting change. **Thank you for making a difference at your workplace, and in our community by taking on this role.** Learn more at www.unitedway.org.

CAN'T FIND WHAT YOU'RE LOOKING FOR?

For Muskegon, contact Jana at 231.332.4004 or jana@unitedwaylakeshore.org
 For Newaygo, contact Dom at 231.332.4006 or dominique@unitedwaylakeshore.org
 For Oceana, contact Barbara at 231.332.4005 or barbara@unitedwaylakeshore.org



UNITED WAY
Lakeshore

YOUR GUIDE TO BEING A CAMPAIGN COORDINATOR



KEY TALKING POINTS

THE NEED IN OUR COMMUNITY

Nearly half of the households in our community are just one unexpected expense away from crisis. Many working families, despite being above the poverty line, find little or no support available to them.

UNITED WAY'S SOLUTIONS

United Way of the Lakeshore is committed to helping 10,000 more working families meet their basic needs by 2025. We are taking a comprehensive approach to this challenge by:

- Investing in programs that strengthen Education, Income, and Health within our community.
- Tackling barriers to success, such as the affordability and availability of childcare, housing, and transportation. We also work to close gaps in financial literacy and promote the health and safety of all our neighbors.

YOUR OPPORTUNITY TO MAKE A DIFFERENCE

United Way of the Lakeshore unites people and resources to drive change and build thriving communities. Everyone has a role to play in creating a brighter future:

- Give – Make a difference with a workplace pledge or one-time gift.
- Advocate – Raise your voice and educate local, state, and federal leaders on the issues that matter most to you.
- Volunteer – Share your time and talents to create lasting impact.

Join us in this mission. Together, we can transform our community so that everyone has the opportunity to reach their full potential.

12 STEPS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

1

Enlist the support of your company leadership.

2

Recruit a campaign team to assist you.

3

Attend United Way training or meet one-on-one with United Way staff.

4

Develop strategies and set a goal based on last year's effort and this year's workplace environment.

5

Hold employee group meetings using the schedule on the back. Use the meetings and other communications as a way to educate colleagues about United Way. These can be virtual.

6

Use incentives to encourage giving. Hold fun special events that build enthusiasm. Consider volunteering as a team-building project.

7

Visit our website often to gather ideas and find resources available to you.

8

Promote the campaign using tools available through United Way including posters, sample emails, guest speakers, and Everyday Hero (\$1/day) promotions.

9

Run a special solicitation for those who are, or have the potential to be, leadership givers (those who contribute \$500 or more annually).

10

Wrap up your campaign and report results—within your company or organization and to United Way.

11

Say “thank you” to those who contributed to the campaign and anyone who helped coordinate it. Send letters signed by the CEO; hang thank you posters; write thank you notes; or send an email.

12

Implement a new hires and retirees program. Add a component about United Way into your new employee orientation and retiree meetings.

