



UNITED IS
THE WAY™



2025 WORKPLACE CAMPAIGN TOOLKIT

Donor Engagement and Email Templates

General Tips for Effective Donor Engagement

Send From a Person, Not an Institution: When you send an email “from” a person rather than your organization’s name, it increases donor trust, confidence, and engagement.

Subject Line: This is your first impression! Keep it short (under 50 characters), intriguing, and relevant to your cause. Consider a question, a local reference, or a sense of urgency that will resonate with your audience.

Personalize: If possible, address your donors by their name. Segmentation tools in your email platform can help tailor your email messages as appropriate.

Highlight Local Impact: Showcase how you benefit the community by using local success stories, statistics, references, and/or quotes from your community members.

Include a Clear Call to Action: Clearly state your call to action and make it easy for the recipient of your email message to complete that action (e.g., include a donation button).

Keep it Mobile-Friendly: Ensure your email messages display well on mobile devices, where many emails are opened. When possible, test messages on an Android and an iOS device.

Send Reminder Emails: Keep a steady drumbeat of support for your campaign by sending reminder emails when appropriate. Depending on the length of your campaign, we recommend sending one reminder email per week.

Recommended Donor Email Campaign Cadence

This document includes a recommended donor email campaign cadence that spans four key phases with sample, customizable copy for eight separate donor emails. Here is an overview of the cadence:



- Campaign kickoff
- Company CEO welcome
- Our value-add
- United Way's impact
- Our shared impact
- Final testimonial
- Thank you to all employees
- Thank you to donors

Email Headers

New Brand:



[Template for New Brand Email Headers Can be found here.](#)

Legacy Brand



[Template for Legacy Brand Email Headers Can be found here.](#)

Phase 1: Welcome

Email 1a: Campaign Kick-off from United Way

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: All company employees

Subject Line: United is the Way to change lives in [ANYTOWN]

Email Body:

[NAME],

Today, so many of our neighbors in [ANYTOWN] are working hard to overcome barriers and get ahead.

Somewhere in our community:

A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, prescriptions, and housing.

A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast this morning.

A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career.

But they're not alone.

Together with our community-serving partners and supporters like you, we can connect people to the opportunities they need to reach their full potential and make [ANYTOWN] a place where **everyone** can thrive.

Donate today and join us in creating more thriving communities for all. No challenge is too big for us to take on if we work together.

Because, **United is the Way™**.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

Email 1b: Company CEO Welcome

From: Company CEO, Leader, or Employee Campaign Chair's first and last name

Audience: All company employees

Subject Line: [COMPANY NAME] Team, please join me in supporting our neighbors in [ANYTOWN]

Email Body:

[NAME],

At [COMPANY NAME], we believe in giving back to the communities where we live and work. That's why I'm proud to support our friends at United Way of [ANYTOWN] – and I'm inviting you to join me.

Every day, United Way – with the support of community-minded partners, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive, including:

[You may replace these bullet points with specific impact examples from your United Way.]

- Nutritious food and quality health care our neighbors need to lead healthy lives.
- Childcare, early learning, education, and enrichment to set kids up for success from cradle to career.
- Counseling, career training, and housing support to help families not only make ends meet, but create a sustainable financial future.
- Emergency preparedness and disaster recovery efforts to ensure that our community stays connected, strong, and resilient, no matter what challenges we may face.

Please consider making a one-time or recurring gift to support this powerful work and send a message of solidarity and compassion to our neighbors most in need. Together, we can make a transformative impact in our community.

United is the Way™.

[Insert information about how they can donate]

BUTTON TEXT: Give Today [Hyperlink to donation page]

Thank you in advance for your generous support.

Sincerely,

Phase 2: Why United Way?

Email 2: Our Value-Add

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: All company employees

Subject Line: What makes change in [ANYTOWN] possible? People like you!

Email Body:

[NAME],

For [###] years, United Way of [ANYTOWN] has focused on harnessing the caring power of our community to help ensure that everyone can thrive. While the needs in [ANYTOWN] are great, and the challenges are sometimes daunting, we at United Way have the privilege of seeing the very best that our community is capable of.

There's nothing more powerful than a group of people united to do good. Last year alone, with the help of partners, volunteers, and donors like you, [United Ways around the world] were able to:

[You may replace these global metrics with specific local metrics from your United Way.]

- Help more than 2.5 million people access health care services
- Provide nearly 2 million young people with out-of-school time programs and enrichment opportunities
- Reach 1.7 million adults with financial education and services
- Support nearly 1.3 million people with housing
- Provide emergency assistance to nearly 2.8 million people impacted by crisis, disaster, or conflict

And we're not stopping there. Your support can help us continue tackling the biggest problems in [ANYTOWN]. No challenge is too big for us to take on if we work together. Because when people unite to take action, transformational change is possible.

United is the Way™.

Give today and join us in creating more thriving communities for all.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

Phase 3: Reminders

Depending on the length of your campaign, we recommend sending one reminder email per week from kickoff to conclusion. Below are three sample emails, which can be customized to communicate your United Way's most compelling impact work, and your unique relationship with the company you're campaigning with.

- **3a. United Way's Impact.** The first reminder email template provides a platform for sharing your United Way's holistic local impact, but you can also turn this into multiple emails, or center it on just one area of your work that fits most closely with the company's impact/corporate social responsibility goals.
- **3b. Our Collective Impact.** Use this template to highlight past partnerships with the company and/or its employees, which could include volunteer activities (like Day of Action) or community projects.
- **3c. Final Reminder.** You may choose to send this starting 10 days, one week, or one day out from your campaign's conclusion. It is important to close with a sense of urgency.

Email 3a: First Reminder – United Way's Impact

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: All company employees

Subject Line: What is United Way doing for the [ANYTOWN] community?

Email Body:

[NAME],

Whether you're new to United Way of [ANYTOWN] or you've been creating impact with us for years, we want you consider yourself part of our caring community of hand-raisers, problem-solvers, and changemakers.

At United Way, we believe that everyone who lives and works in [ANYTOWN] deserves the opportunity to thrive. Together with you and all our partners at [COMPANY NAME], United Way mobilizes the caring power of everyday people to create transformational change here in [LOCATION].

Day in and day out, United Way of [ANYTOWN] [funds/supports/leads/develops] programs that meet the most urgent needs in our community. We're proud of all we've accomplished together on behalf of the individuals and families that call [ANYTOWN] home:

[Add specific successes for your United Way. This can be from all aspects of your work, or if the company is more focused on education and youth, highlight your programs and results in that area. If you have photo releases, adding a picture is always a nice touch!]

If you've already made a one-time or recurring gift this year, **thank you** for being part of our community-led movement for good. If you haven't, we hope you'll consider giving by the [DATE] campaign deadline.

A better future is possible when we work together to achieve it. **United is the Way™ we can make [ANYTOWN] a community where everyone has the chance to thrive.**

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

Email 3b: Second Reminder – Our Shared Impact

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: All company employees

Subject Line: United Way and [COMPANY NAME] are uniting to change lives

Email Body:

[NAME],

We want to take a moment to celebrate how United Way of [ANYTOWN] and [COMPANY NAME] are partnering to change lives in our community.

Thanks to [COMPANY NAME]'s leadership, and supporters like you...

[This email should be tailored to your relationship with the company. We suggest:

- Highlight the number of years the company has been partnering with your United Way
- Highlight the impact the company has had during your Day of Action/Day of Caring events and the value of employee volunteerism to your community. Add photos, if you have releases.
- Has the company led food drives or holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?]

Let's build on [COMPANY NAME]'s legacy to do even more. Join us in creating more thriving communities for all. **United is the Way™ we can make [ANYTOWN] a community where everyone has the chance to thrive.**

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

Email 3c: Third Reminder – Final Call with Beneficiary Testimonial

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: All company employees

Subject Line: One last chance to give by [DATE], and a message from [BENEFICIARY NAME]

[NAME],

[DATE] will be the last day for the 2025 [COMPANY NAME] United is the Way employee giving campaign. If you've been too busy with work and life to consider giving yet – or perhaps just aren't feeling sure about how your gift would make a real change in someone's life, I wanted to share this short reflection with you. It comes from [BENEFICIARY NAME], who is...

[This email is your last opportunity to make a compelling, emotional appeal to your audience. We recommend securing a short testimonial from a community service provider who works directly with beneficiaries of United Way funding – or from a beneficiary personally – who can put in simple, heartfelt words the difference that United Way's support has meant in their life. If you can provide a video testimonial, or a photo depicting the life-changing work, even better!]

On behalf of countless neighbors with stories just like [BENEFICIARY NAME]'s, **thank you** for the life-changing impact you are helping to create. **United is the Way™** we can continue making our community a place where everyone can thrive.

BUTTON TEXT: Give By [DATE] [Hyperlink to donation page]

Sincerely,

Phase 4: Thank You

Email 4a: General Thank You to All Employees

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: All company employees

Call to Action: [COMPANY NAME], thank you for your impact!

Email Body:

Dear [NAME],

Join me in celebrating the success of the 2025 [COMPANY NAME] United is the Way employee giving campaign.

I'm thrilled to report...[Customize your overview impact remarks. Specific metrics are suggested below.]

- [COMPANY NAME] employees gave \$ [DOLLARS PLEDGED] to United Way of [ANYTOWN]
- [PARTICIPATION RATE%] of [COMPANY NAME] Employees gave to United Way of [ANYTOWN]
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way of [ANYTOWN]
- [Company Name] employees contributed more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Let's continue changing lives and transforming communities in [ANYTOWN]!

United is the Way™.

BUTTON TEXT: See Your Impact [Hyperlink to campaign report or webpage with impact metrics]

Sincerely,

Email 4a: Targeted Thank You to Campaign Donors

From: Your United Way CEO/CPO, Board or Campaign Chair's first and last name

Audience: Company employees who donated to United Way (not designated to other organizations)

Subject Line: [NAME], thank you for giving back!

Email Body:

Dear [Name],

Thank you for your generous gift to United Way. Your donation is making a real difference in people's lives.

Today and every day, we need you with us. Here are ways that you can continue making our community a better place:

[Customize this section for offerings at your United Way]

- **Volunteer:** Make a difference by volunteering – providing a ride to someone who's homebound, reading to preschoolers to get them school-ready, or passing out food to neighbors in need. Consider serving on one of our community's grant evaluation boards or offering your unique skills to a local nonprofit that needs your expertise.
- **Speak Out:** Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families in [ANYTOWN]. Join United Way's in-person and virtual events and advocacy opportunities to help every person in our region thrive.
- **Stay in the Loop:** Sign up for our email newsletter to keep informed about what we're doing across [ANYTOWN] and how you can stay involved.

Thank you again for your generosity and commitment to our neighbors. Together, let's continue to create thriving communities for all.

United is the Way™.

BUTTON TEXT: Stay Involved [\[Hyperlink to volunteer and advocacy opportunities and/or newsletter\]](#)

Sincerely,
