

# SAMPLE EMAIL MESSAGES

## SAMPLE KICK-OFF INVITE

**Be a Part of the Change. Join Us.**  
United Way of the Lakeshore is mobilizing communities to action so all can thrive. From strengthening local resilience to advancing health, youth opportunity, and financial security – we’re focused on driving real, lasting change right here in our region.

This mission starts with you. When we unite as a workplace, we become part of a powerful force for good – one that creates opportunity, hope, and a better tomorrow for every person in our community.

**Join us at the (WORKPLACE) United Way Campaign Kickoff Event (INSERT DATE)**

Discover how your support helps fuel local solutions – and how you can make an impact that lasts. Let’s LIVE UNITED and build a community where everyone can thrive.

## SAMPLE ASK EMAIL

Let’s Create a Stronger Community – Together.  
We invite you to join us at (WORKPLACE) in standing united to build a stronger, healthier, and more resilient community. Together, we can expand opportunities, enhance well-being, and create pathways to financial stability – for every person, in every neighborhood.  
Because united, we uplift. United, we empower. United, we transform.  
Join me and the team at (WORKPLACE) in making a gift to United Way of the Lakeshore. Your support fuels local solutions – advancing health, youth opportunity, and economic mobility – so that every individual and every family has the chance to thrive.  
Be a part of the change. LIVE UNITED.

## 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](http://www.unitedway.org).

### CAN’T FIND WHAT YOU’RE LOOKING FOR?

For Muskegon, contact Jana at 231.332.4004 or [jana@unitedwaylakeshore.org](mailto:jana@unitedwaylakeshore.org)  
For Newaygo, contact Dom at 231.332.4006 or [dominique@unitedwaylakeshore.org](mailto:dominique@unitedwaylakeshore.org)  
For Oceana, contact Barbara at 231.332.4005 or [barbara@unitedwaylakeshore.org](mailto:barbara@unitedwaylakeshore.org)



## 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).

12

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

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.

