

YOU'VE GOT MAIL

Email Messaging Guide



Sample Emails

Senior Staff Kick-off Email

Subject: Are You In?

Our 2020 United Way campaign is kicking off! Join me in learning how gifts to United Way impact our community and create lasting change.

United Way of Roanoke Valley works to address the most pressing issues facing our community ensuring families have opportunities and everyone can meet basic living needs.

Giving to United Way is the best way to help the most people in need in our community. One gift of any size has the power to transform lives across the community when joined with the gifts of co-workers, friends, and neighbors.

Thank you for caring about our community and supporting this year's United Way of Roanoke Valley annual campaign. Together, we have the power to create great change!

Sincerely,

(Senior Staff Name)

Employee Campaign Coordinator Email

Subject: Change Begins With You

On (DATE), we will kick-off our United Way Campaign. Your gifts have the power to change the world, right here at home through this campaign. Last year, we raised (AMOUNT) to assist United Way of Roanoke Valley in addressing some of our region's most pressing problems. This year, we are aiming even higher, as the need for services is even greater in what has been a difficult year for so many people.

This is a great opportunity for you to get involved in building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation because **Let's all LIVE UNITED!**



TODAY DETERMINES TOMORROW

act!
now.

Announce Campaign Kick-off - from Employee Campaign Coordinator

You are invited to a/the (EVENT NAME) as we kickoff our 2020 United Way campaign.

Date:

Time:

Location:

Don't miss this opportunity to learn how you can help create change through your gifts to United Way. (NAME OF UNITED WAY STAFF/VOLUNTEER) will be joining us to explain how United Way works in our community and how our gifts make a big difference. **Let's all LIVE UNITED!**

Please RSVP by XXXX.

United Way Campaign Progress Email

Congratulations!

We've reached _____% of our goal. Last week's (SPECIAL EVENT NAME) was a great success thanks to your participation and (insert highlight from the event).

Please don't forget to turn in your pledge cards by (DATE) so that we can achieve our final goal of (AMOUNT).

If you haven't done so yet, please join me in creating change by making a gift to United Way. I'm proud to be part of this exciting effort that means so much to thousands of people in our community who benefit from our combined campaign gifts. Every single gift has the power to change lives right here at home.

If you have any questions about donating, I'd be happy to answer them!

The Power of Your Gift Reminder Email

Your gifts to United Way work round the clock, every day of the year, helping our neighbors in need.

Did you know...

- United Way provided help to more than 10,000 people in the Roanoke Valley region this past year
- 99% of funds designated to the Impact Fund stay right here in our community
- United Way works with more than 40 local partner agencies to solve our area's most pressing problems

Please join me and other co-workers in supporting the 2020 United Way campaign. Your donation is so important to this community. Please remember to return your pledge card today! **LIVE UNITED.**

Thank you for Creating Lasting Change in the Lives of Others!

Thank you for your generous donation to this year's United Way campaign! Because of your generosity, and that of our co-workers, we raised (total campaign dollars your company/organization raised) to create a better community for everyone. We also reached (XX) percent participation in the campaign this year. You can feel good about your participation!

Together, we are changing the stories of thousands of people, which is no small task. It takes a little bit from all of us to make those positive changes for so many families and individuals.

Feel great, pat yourself on the back and know every day, your donation is helping create a new path for someone who needed a new direction in life. Thank you for Living UNITED!

Sincerely,
(CEO Name or ECC)

Sample Thank you Letters/emails: Five Days of Thank You Emails:

1. Thank you for being part of the change within our community by supporting {Company Name}'s United Way of Roanoke Valley's annual campaign. Your support of the United Way has helped to improve the lives of others right here in the Roanoke Valley region.
2. Thank you from {Company Name}'s United Way Campaign Team! Your dedication and support for our community shows that you know what it means to **LIVE UNITED**.
3. Thank you for your investment in advancing the common good in our community. Together, united, we can inspire hope and create opportunities for a better tomorrow.
4. Thank you for making a difference for children, families and seniors in our community. Thank you for standing with {Company Name} as we **LIVE UNITED**.
5. Thank you for helping United Way create long-lasting changes for our community.

