



SAMPLE EMAILS FOR WORKPLACE CAMPAIGNS

Communication is the key to a successful workplace campaign! Use these sample emails to share United Way of Southern Maine’s impact and motivate your colleagues to participate in your campaign. Feel free to adapt these communications to fit your team and company culture. Contact your United Way Corporate Engagement Manager or Loaned Executive with any questions. We are here to help!

General Campaign Messages:

Use these messages before and during your United Way campaign to remind your colleagues to participate and keep them engaged!

- ☐ [Pre-Campaign Reminder](#)
- ☐ [Campaign Kick-Off](#)
- ☐ [ALICE In Southern Maine](#)
- ☐ [Mid-Point Email](#)
- ☐ [Final Reminder](#)

Suggested Communication Timeline:

EMAIL TOPIC	ONE WEEK CAMPAIGN	TWO WEEK CAMPAIGN
Pre-Campaign Reminder	One Week Ahead	One Week Ahead
Campaign Kick-off	Monday (Day 1)	Monday (Day 1)
ALICE Deep Dive	Tuesday (Day 2)	Wednesday (Day 3)
Mid-point Update	Wednesday (Day 3)	Monday (Day 6)
Giving Circles	Thursday (Day 4)	Wednesday (Day 8)
Final Reminder	Friday (Day 5)	Friday (Day 10)

Pre-Campaign Reminder

Subject Line: United is the Way to a Thriving Southern Maine!

Dear [EMPLOYEE NAME],

[Company Name]'s [United Way of Southern Maine](#) Community Campaign kicks off next week! We are excited to unite as an organization to help people across Southern Maine thrive.

Your support is needed now more than ever - 37% of Southern Mainers are financially underwater. Often living paycheck to paycheck, they are one unexpected bill or emergency away from sinking.

United is the Way forward – a way to lift our neighbors, strengthen our community, and build a better tomorrow. United Way helps people get to stable ground by investing in what matters most: **food access, child care, education, mental health care, substance use recovery, and housing solutions.**

Because when kids get a strong start, families are stable, and communities are healthy, we all benefit.

Be on the lookout for upcoming emails with more information about how you can participate in this year's United Way Campaign!

With gratitude,

[Employee Campaign Manager name or 2025 volunteer campaign team names]

Campaign Kickoff

Subject: We are UNITED for Southern Maine!

Welcome to [Organization Name]'s 2025 [United Way of Southern Maine](#) Community Campaign! United Way of Southern Maine mobilizes the community **so all can thrive**. With deep local roots, they bring people and resources together to tackle our community's greatest challenges - food insecurity, housing instability, and lack of access to child care and health services.

In 2024, United Way of Southern Maine:

- Provided free tax preparation services to 850 local households.
- Answered 3,977 calls from Southern Mainers seeking mental health or substance use disorder support through 211 Maine.



- Kept 716 houses warm all winter with the Keep ME Warm fund for emergency heating assistance.
- Ensured 472 local children received high-quality child care with wrap-around family services.
- Discover more impact in United Way's [2024 Community Report](#).

Your support allows United Way to **strengthen resilience and advance health, youth opportunity, and financial security for all.**

Because United is the Way—to show up, to make a difference, and to build a stronger Southern Maine.[Make a Gift]

Thank you for helping kids get a strong start, families thrive—not just survive, and all Mainers live longer, better lives.

[Employee Campaign Manager name or 2025 volunteer campaign team names]

ALICE in Southern Maine

Subject: 37% of Southern Mainers Live Paycheck to Paycheck

Every day in Southern Maine, **37% of working households struggle to stay afloat**. These are the ALICE workers (Asset Limited, Income Constrained, Employed) who power our communities yet live paycheck to paycheck, one emergency away from crisis.

They are our **child care providers, health aides, delivery drivers, and retail workers** – neighbors we rely on. You may have seen them today when you dropped off your child at child care. You filled your gas tank. You grabbed your morning coffee. You received a package outside your door.

They're here. Keeping our community running smoothly. They may be your friends and family.

At **United Way of Southern Maine**, we are **laser-focused on helping ALICE households not just stay afloat but rise**. Through strategic investments, local partnerships, public policy, programming, and volunteer work, we're working every day to **build a stronger, thriving Southern Maine – for everyone**.

United is the Way – to come together, to lift up ALICE families, and to create lasting change.

Your support of United Way of Southern Maine makes this possible. **Can we count on your support to help more families reach stable ground?**

[GIVE NOW]



Mid-Point Update

[Subject Line]: Still time to help our community thrive!

We are halfway through our [United Way of Southern Maine](#) Community Campaign. Together, we have raised [TOTAL RAISED] and are nearing our goal of [GOAL].

If you already made a pledge—**thank you**. We are so grateful for your support!

If you haven't had a chance to donate yet, there is still time. You have until {DATE} to make a pledge to support United Way of Southern Maine.

Here is how your gift can have an impact:

- A weekly gift of just \$1 can provide an hour of health services to someone experiencing homelessness in our community.
- A one-time gift of \$75 can provide one day of high-quality child care and education for a local child in preschool.
- An annual gift of \$1,000 could provide 10 hours of therapy to a community member navigating mental health challenges or support an afterschool art program for teens.

Whatever amount you choose to donate, you'll be joining thousands of neighbors in building a stronger Southern Maine where everyone has the opportunity to thrive.

Because United is the Way—to give, to care, and to create lasting change.

[Make A Gift]

[Employee Campaign Manager name or 2025 volunteer campaign team]

Giving Circles

[Subject Line]: Drive Change. Make Connections. Be United.

Looking for a way to make a deeper impact in our community and build meaningful connections? Join a [United Way of Southern Maine](#) Giving Circle! Giving Circle members volunteer together, form strong professional networks, raise money, and advocate for change in our community. Because **United is the Way** to drive impact, build relationships, and create a stronger Southern Maine—for everyone.



Women United brings together community-driven individuals to connect with each other and advance single mothers and their children in Southern Maine. **Three out of every four single mothers in Southern Maine struggle to afford the basics.** Through philanthropy, volunteerism, and advocacy, Women United members lead critical work that positively influences the ability of single mothers to meet basic needs, give their kids a strong start, and live longer, better lives. Become a member by contributing \$500 or above to Women United.

[\[Women United\]](#)

Emerging Leaders United, formerly Brick & Beam Society, is committed to helping the next generation realize their full potential by equipping them with skills and resources for their future. Become a member by making a gift of any size to Emerging Leaders United.

[\[Emerging Leaders United\]](#)

Final Reminder

[Subject Line]: Last Day to Unite for Southern Maine!

Today is the last day to make a gift as part of [organization's] annual campaign for [United Way of Southern Maine!](#)

A huge thank you again to everyone who has made a pledge, participated in an event, or volunteered your time. Your contributions will help our neighbors access child care, mental health care, food, and housing.

If you have not had a chance to give yet, there is still time. Even \$1 a week supports essential programs and services that help your neighbors - and your colleagues - thrive.

United is the Way to show up, support one another, and build a stronger Southern Maine—together.

[GIVE NOW]

