

United.



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](#)
- [MID-POINT EMAIL](#)
- [FINAL REMINDER](#)

DEEP DIVE MESSAGES:

These messages provide a more focused look at United Way's work to forge solutions to our community's most pressing issues. Choose one or two that will resonate with your co-workers and sprinkle them in during your campaign.

- [ALICE](#) (Asset Limited, Income Constrained, Employed)
- [HOUSING](#)
- [CHILD CARE](#)
- [MENTAL HEALTH](#)



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SUGGESTED COMMUNICATION TIMELINE:

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

*Choose a deep dive topic that will resonate with your colleagues.

PRE-CAMPAIGN REMINDER

Subject: Get Ready to UNITE for a Thriving Southern Maine!

Dear [EMPLOYEE NAME],

[Company Name]'s United Way of Southern Maine Campaign kicks off next week! We are excited to come together as an organization to support United Way and help more people in our community thrive!

While Southern Maine experienced economic growth over the past several years, many of our neighbors have been left behind. Nearly a third of people in Southern Maine are ALICE (Asset Limited, Income Constrained, Employed). They work hard, often juggling multiple jobs, and still cannot afford the basic necessities.

United Way of Southern Maine invests in **child care, education, mental health care, food access, and housing solutions** in our region so families and individuals can achieve financial stability and lead healthy, fulfilling lives. **Your support makes this possible!**

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 2024 volunteer campaign team]



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CAMPAIGN KICKOFF

SUBJECT: We are UNITED for Southern Maine!

Welcome to [Organization Name]'s 2024 [United Way of Southern Maine](#) Community Campaign! When you make a gift to United Way of Southern Maine, you are helping create a community where everyone has a chance to thrive.

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.

Join us! Imagine our **UNITED** impact if we all made a gift today.

[GIVE NOW]

Thank you for UNITING for Southern Maine!

[Employee Campaign Manager name or 2024 volunteer campaign team]

MID-POINT UPDATE

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

We are halfway through our annual campaign for [United Way of Southern Maine](#). Together, we have raised [TOTAL RAISED] and have nearly reached our goal of [GOAL].

If you made a donation—**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 and help our neighbors achieve financial stability and live longer, better lives.

Explore United Way's [2023-24 Community Report](#) to see the impact that your support made possible last year.

Thank you for UNITING for Southern Maine!

[Employee Campaign Manager name or 2024 volunteer campaign team]



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GIVING CIRCLES

[Subject Line]: Create Change and Join a United Way Giving Circle

Looking for a way to make a deeper impact in our community while also making new connections? Join a [United Way of Southern Maine](#) Giving Circle! Giving Circles members volunteer together, form strong professional networks, raise money, and advocate for change in our community.

Women United members are a United force for the advancement of single mothers and their children in Southern Maine. **Three out of every four single mothers in Southern Maine struggle to afford basic necessities.** Through philanthropy, volunteerism, and advocacy, Women United members lead critical work that positively influences single mothers' ability 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.

[\[Women United\]](#)

Brick & Beam Society members are a community of established and emerging professionals committed to advancing racial equity while increasing science, technology, engineering, art, and mathematics (STEAM) and literacy enrichment opportunities for children in Southern Maine. Become a member by making a contribution of any size to Brick & Beam Society.

[\[Brick & Beam Society\]](#)

FINAL REMINDER

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

Today is the last day to take part in our 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 already, please take a few moments to make a contribution. Even \$1 a week supports essential programs and services that help your neighbors and colleagues thrive.

[GIVE NOW]

DEEP DIVE EMAILS

ALICE

Subject: 38% of Southern Mainers Live Paycheck to Paycheck

38% of households in Southern Maine make tough choices such as deciding between quality child care and paying the rent. This includes the 9% of households living below the federal poverty level and another 29% known as **ALICE – Asset Limited, Income Constrained, Employed.**



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ALICE represents a growing number of households that live above the federal poverty level, and work as our teachers, child care providers, health care professionals, and retail workers. **They are the backbone of our economy.** Yet, they live paycheck to paycheck, and have little to no opportunity to save for emergencies or for future investments like education, home ownership, or retirement.

[United Way of Southern Maine](#) helps ALICE rise by increasing access to child care, mental health care, food, and housing. See how United Way invests community contributions to help families living under the ALICE threshold in their [2023-2024 Community Report](#).

[Support ALICE Families]

HOUSING

Subject: All Mainers Should Have a Place to Call Home

Dear [EMPLOYEE NAME],

Many of us have felt the effects of Southern Maine's housing crisis. Housing is the cornerstone of stability and **the most expensive line in most household budgets**. Without safe, affordable housing, people struggle to maintain stability in other areas of life like school and work attendance or access to health care and healthy food.

[United Way of Southern Maine](#) invests in partner and United Way-led programs that help our neighbors stay safe, warm, and sheltered.

In 2023, with support from donors like you,

- 698 households moved from homelessness to housing;
- 1,425 vulnerable households stayed safe and sheltered;
- 1,713 families and individuals increased their access to high-quality, nutritious foods.

Make a gift to United Way of Southern Maine and ensure more people are connected with the resources they need to stay housed.

CHILD CARE

Subject: United Way Connects Families with Child Care

Child care in Southern Maine can **cost more than a mortgage**—and that's only if you're lucky enough to find a provider with open spots. Parents and caregivers need child care so they can go to work; children need child care because it lays the foundation for future education success, health and well-being, and economic opportunity.

[\[Watch Molly's Story\]](#)

59% of households below the [ALICE](#) threshold—the minimum income needed to afford the basic cost of living—have not enrolled their children in child care.

When you give to [United Way of Southern Maine](#), you support efforts to increase access to child care and create career pathways for child care providers.

[GIVE TODAY]



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MENTAL HEALTH

Subject: United Way increases access to health care

Dear [First Name]

Headlines continue to highlight a troubling reality: we are losing too many neighbors, too early, to preventable conditions. Now more than ever, we need to connect those in need with mental health and substance use disorder services that help them begin and stay on their recovery journey.

[United Way of Southern Maine](#) mobilizes our community around efforts that promote mental health and reduce harm, prevent substance misuse, and provide treatments and support to foster recovery.

Here's a snapshot of United Way's impact in Southern Maine in 2023:

- 456 people in Southern Maine reported a decrease or elimination of substance use after receiving treatment;
- [211 Maine](#) call specialists made 6,400 referrals to mental health and addiction resources;
- 364 youth received support and services to health from trauma and abuse.

Hear our partners at [Day One](#) share the impact support from United Way of Southern Maine has on their work.

[\[Watch Day One's Story\]](#)

Make a pledge to United Way and support increased access to mental health and substance use treatment in Southern Maine.

[\[Support Mental Health\]](#)



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