



SAMPLE COMMUNICATIONS KEEP YOUR CO-WORKERS UPDATED

LIVE UNITED

COMMUNICATION SAMPLES FOR YOUR WORKPLACE CAMPAIGN

Below you will find sample communications to share in support of your United Way workplace campaign. Please feel free to modify these communications to fit your team and company culture. Should you have any questions as you prepare for your campaign or after kick off, do not hesitate to get in touch with your United Way Relationship Manager or Loaned Executive. We are here for you every **HOPEFUL** step of the way!

CAMPAIGN KICK OFF

Non-leadership

Dear [EMPLOYEE NAME],

There is no single answer to achieve a thriving community but there are many solutions. Whether you care about racial equity, mental health and addiction treatment, educational opportunities, or job training, [COMPANY]'s annual United Way campaign offers you an easy, efficient way to support local causes you care about.

While [COMPANY] is Hopeful that brighter days are ahead, we know our neighbors need us more than ever to address the issues of education, financial stability, and health as we recover and rebuild a stronger, more equitable community.

To be Hopeful requires action. So, let's show up - UNITED. Together, [COMPANY] is helping to create a Hopeful and thriving future for all in Southern Maine.

TAKE ACTION TODAY [Include pledge now button linking to ePledge or information on paper pledges.]

[Employee Campaign Manager name or 2021 volunteer campaign team]

P.S. Even if you choose not to give this year, we still want to hear from you so we can track our response rate. Please make your pledge decision by [DATE]. Thanks!

Leadership:

Dear [EMPLOYEE NAME],

There is no single answer to achieve a thriving community but there are many solutions. Whether you care about racial equity, mental health and addiction treatment, educational opportunities, or job training, [COMPANY]'s annual United Way campaign offers you an easy, efficient way to support local causes you care about.

While [COMPANY] is Hopeful that brighter days are ahead, we know our neighbors need us more than ever to address the issues of education, financial stability, and health as we recover and rebuild a stronger, more equitable community.

To be Hopeful requires action. So, let's show up - UNITED. Together, as [COMPANY]'s leaders, we are helping to create a Hopeful and thriving future for all in Southern Maine.

TAKE ACTION TODAY [Include pledge now button linking to ePledge or information on paper pledges.]

[Employee Campaign Manager name or 2021 volunteer campaign team]

P.S. Even if you choose not to give this year, we still want to hear from you so we can track our response rate. Please make your pledge decision by [DATE]. Thanks!

SAMPLE VIRTUAL ENGAGEMENT EMAIL

Dear [EMPLOYEE NAME],

Virtual Bus Tour:

Everyday, your contribution to our annual United Way campaign helps support people in our community. **Take a ride on the virtual bus to see your United Way contributions in action (link to virtual bus tour)!**

If you have not yet pledged, please do today! With your help, we can give kids a strong start, provide job training, improve access to crucial mental health services, and rebuild a more equitable, resilient community.

Virtual Speakers' Bureau:

Everyday, your contribution to our annual United Way campaign helps support people in our community. **Listen to a virtual speaker who will share the impact work made possible thanks to community contributions to United Way (link to virtual speakers' bureau).**

If you have not yet pledged, please do today! With your help, we can give kids a strong start, provide job training, improve access to crucial mental health services, and rebuild a more equitable, resilient community.

Story:

Everyday, your contribution to our annual United Way campaign helps support people in our community. **Learn more about the work made possible at one of United Way's community partners (link to story video).**

If you have not yet pledged, please do today! With your help, we can give kids a strong start, provide job training, improve access to crucial mental health services, and rebuild a more equitable, resilient community.

CAMPAIGN PROGRESS REPORT

Dear [EMPLOYEE NAME],

Since the kickoff of our United Way Campaign, we've been inspired by the generosity of [COMPANY] employees. We are currently at [COMPARISON STAT WITH LAST YEAR], and we are Hopeful we can grow our support for the community before the campaign ends on [DATE].

Your contribution ensures every child gets a strong start in life; puts more people on a path toward financial stability; and makes it easier for individuals to access critical substance use and mental health services. Thank you!

Please pledge today to help rebuild a thriving Southern Maine.

Please consider pledging \$1 or more per week as part of [COMPANY's] 2021 United Way Campaign. Thank you!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2021 volunteer campaign team]

FINAL EMAIL

Dear [EMPLOYEE NAME],

Today is the last day to pledge your support for [COMPANY's] 2021 United Way Campaign. Together, we are uniting to help Southern Maine recover, rebuild, and thrive.

Please consider pledging \$1 or more per week to United Way or designate to a cause you care about. Thank you!