

# United.

## CAMPAIGN MESSAGE TOOLKIT

### COMMUNICATION SAMPLES FOR YOUR WORKPLACE CAMPAIGN

Communication is the key to a successful workplace campaign! Use these sample communications to engage your co-workers and share United Way of Southern Maine's impact in our community. Feel free to adapt and modify these communications to fit your team and company culture. Contact your United Way Relationship Manager or Loaned Executive with any questions. We are here to help!

#### CAMPAIGN KICK-OFF

**Subject:** United for a Thriving Southern Maine!

Dear [EMPLOYEE NAME],

From Kittery to Freeport, from Sanford to Bridgton, Southern Maine is a great place to live and work for many. Still, we don't need to look far to see many are not doing well.

Food insecurity. Access to health care. Child care shortages. Lack of affordable housing. Community problems are all around us. **But this reality does not have to be our future.**

We have an opportunity to connect our community members to the resources and local relationships needed to address challenges head-on and meet our community needs. Join us! We invite you to take part in {Organization's} 2023 United Way Community Campaign.

[TAKE ACTION]

United Way of Southern Maine brings together the people, ideas, and resources to respond to emerging needs and tackle the persistent issues preventing individuals and families from achieving economic stability and leading healthy lives. See the impact your support made possible last year in United Way's [Community Report](#).

I am grateful for your past support and hope you will take part in our 2023 campaign with a contribution to United Way of Southern Maine.

[GIVE NOW]

Thank you!

[Employee Campaign Manager name or 2023 volunteer campaign team]



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## SAMPLE IMPACT STORY EMAIL

**Subject:** Take action with United Way today!

Dear [EMPLOYEE NAME],

Your contribution to our annual United Way campaign helps support critical community programs like Milestone Recovery's HOME Team. With support from United Way, HOME Team travels the streets of Portland and South Portland and provide food and water, medical referrals, and sometimes simply a sympathetic ear to individuals experiencing or at risk of homelessness: [WATCH VIDEO](#).

If you have not pledged yet, please consider making a contribution today. Pledging as little as \$1 a week as part of [COMPANY's] 2023 United Way Campaign would provide essential supports, like an hour of health services to an individual experiencing homelessness. With your help, we can give kids a strong start, provide job training, improve access to mental health services, and build an equitable, resilient community.

Thank you for taking action for a thriving Southern Maine!

## SAMPLE HOUSING IMPACT EMAIL

**Subject:** Build real community change with United Way!

Dear [EMPLOYEE NAME],

Your support helps United Way tackle complex community challenges like food insecurity, access to health care, child care shortages, and lack of affordable housing.

Many of us have felt the impact of the housing shortage. Nearly half of all renters spend more than 30% of their income on housing, which means they are challenged to build savings and may not be prepared for financial emergencies. Complex challenges require complex solutions. United Way of Southern Maine is confronting the housing crisis by:

- Partnering with Greater Portland Workforce Initiative to provide job training and career opportunities. 85 individuals, including many new Americans, increased their wages and 64 received job-related credentials in 2022 through this partnership.
- Securing \$2.4 million in federal funds for our community partners so they can provide food and shelter to migrants living in temporary housing in Portland and Sanford.
- Hiring two Homeless Response Service Hub Coordinators who work with agencies serving people experiencing chronic homelessness to reach the goal of "functional zero" where homelessness is rare and brief.
- Leveraging corporate partnerships to collect 10,000 diapers, 417 packages of baby wipes, and 75 containers of formula for families experiencing or at risk of homelessness.
- Advocating at the state level for affordable housing, free community college, work eligibility for asylum seekers, and heating payment assistance.

But these efforts alone won't solve this crisis and that's where we need your support. Housing is just one of the issues United Way is working to address. No single organization can address these complex challenges alone. Our superpower is uniting our community by bringing together more than 300 partners to implement effective solutions.

Support this work with a contribution today.

With gratitude,

[Employee Campaign Manager]



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## CAMPAIGN PROGRESS REPORT

**Subject:** We're halfway there! United, we can reach our goal.

Dear [EMPLOYEE NAME],

We are so inspired by the generosity of [COMPANY] employees! We are currently at [COMPARISON STAT WITH LAST YEAR]. Can we 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 build a thriving Southern Maine.

Please consider pledging \$1 or more per week as part of [COMPANY's] 2023 United Way Campaign. Thank you!

[Include pledge now button linking to Give At Work or information on paper pledges.]

[ECM name or 2023 volunteer campaign team]

## FINAL EMAIL

**Subject:** Thank you for taking action for a thriving Southern Maine!

Dear [EMPLOYEE NAME],

Today is the last day to pledge your support for [COMPANY's] 2023 United Way Campaign. Together, we are uniting to help build a thriving Southern Maine.

Thank you to everyone who has already pledged their support. Please consider pledging \$1 or more per week to United Way or designate to a cause you care about. Thank you!



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