

Promoting Your Campaign Electronically



United Way of
Northwest Michigan

www.unitedwaynwmi.org

Sample E-mail Messages To All Staff

Announce the Campaign

RE: United Way Campaign

Mark your calendars! Our United Way campaign begins [date]. As Employee Campaign Coordinator, I look forward to the many fun and interesting activities we have planned. The United Way campaign is our opportunity to extend a hand and help people in our community. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

Announce the Campaign Kick Off

RE: United Way Campaign Kick Off Today

Join the LIVE UNITED movement! Today is our United Way campaign kickoff. Everyone is invited to take part in a (ice cream social, potluck lunch, etc.) today in the [location] at [time]. Listen to stories about how United Way works to advance the common good in our community. [Special guest speaker] This is our opportunity to Give, Advocate and Volunteer.

Updates on Campaign Progress

RE: United Way Campaign Progress Update

Congratulations [organization] employees! We've reached ____% of our goal. Last week's [special event] was a great success thanks to your participation and [highlight from event]. LIVE UNITED is our opportunity to Give, Advocate and Volunteer. Please turn in your pledge cards by [date], so that we can achieve our final goal of [amount]. I'm proud to be part of this exciting effort to improve the quality of life in our community. Stop by and say hello; I'd be happy to answer any questions you have about giving to United Way.

Explain How United Way Helps

RE: We Make a Difference with our Gift to United Way

Every dollar you give helps by:

- Reducing low income families' dependence on food banks and shelters
- Improving school performance and problem solving with children and youth
- Assisting women in accessing prenatal care
- Providing older adults with the resources to remain in their own homes
- and much more!

LIVE UNITED is our opportunity to Give, Advocate and Volunteer.

Why is promoting the campaign important?

- It can build awareness about the work of United Way.
- It provides education on our community and its needs.
- It improves attendance at campaign events.
- It allows everyone the opportunity to give.
- It can be a morale builder by bringing employees together to support a cause.

Use company newsletter or intranet site to:

- Provide a link to United Way of Northwest Michigan.
- Post or send daily messages about United Way during the campaign that are educational and informative.
- Post the schedule or calendar of campaign events.
- Feature employees who have benefitted from services from United Way or one of its partner agencies.
- Solicit and publish quotes from contributors or volunteers: "Why do you give/volunteer?" or "How do you Live United?"
- Post messages from labor leaders, management, or anyone else with strong United Way ties, connections, or convictions.

LIVE UNITED