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**Workplace Campaign Email Templates**

These customizable messages will help you get your team engaged and keep them up to date on your campaign. Thanks for your support!

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**Campaign Virtual Kickoff Invite (from Campaign Coordinator(s))**

*Subject line:* Let’s show our local love, [company name]!

Our annual campaign to support United Way will be happening very soon! This year will be a little different due to COVID-19 as we will launch our campaign virtually. Nevertheless, we’re still looking forward to sharing the important work that United Way has been doing for Greater Moncton and Southeastern New Brunswick – especially through COVID-19 and in response to the impact that the health measures have had on the people in our local neighbourhoods. Although we are physically apart, we can still show our #locallove together.

Before, during, and after a crisis, United Way is there for our communities. They have been helping people overcome adversities and create better lives for more than 65 years, and with your help will continue to do so.

Please join me on [date] to kick off [company name’s] annual United Way campaign and find out more details on how United Way is making real impacts on individuals, children and families in our region.

The login info for our kickoff presentation is:

Insert invite details

Let’s show our local love and make this year’s United Way campaign the most successful yet!

See you on [date]!

[campaign coordinator(s)]

**Campaign Introduction Email (from Campaign Coordinator(s))**

*Subject line:* Time to show our #locallove, [company name]!

Today marks the start of our 2020 United Way fundraising campaign!

United Way of Greater Moncton and Southeastern New Brunswick is a passionate community-builder and local leader in creating long-term sustainable change – right here. When we support them, we are showing our love for the place we call home.

In our busy world, important local issues such as poverty, mental health, and domestic violence can often be ignored or go unnoticed. COVID-19 has only increased the impacts of these issues and amplified the inequities affecting people of all ages in our community. Now, more than ever, is the time to show local love and ensure that supports and services stay strong for the people who need them most.

**You can help.** When you donate to the United Way Community Fund, your gift is invested (through a robust vetting process) in local service agencies to achieve greatest impact on the lives of local kids, adults, seniors, and families. By taking action and donating today, you will be supporting 21 different organizations in Greater Moncton and Southeastern New Brunswick, as well as partnerships, projects, advocacy and other work aimed at giving everyone in our community the opportunity to live a good life.

[insert information about special events, activities, or early bird prize giveaways]

Every donation can make a difference and donating is easy. You can choose to give through payroll deduction, monthly donations or a one-time donation. The cancellation of fundraising events and costs of instituting new public health requirements has significantly impacted our funded partner agencies. Now, more than ever, your community needs you.

[insert options for ways to donate from list below. please use the appropriate one(s) for your organization.]

* To donate, please fill out the attached pledge form, save, and return by email to me. [attach the UW supplied E-Pledge form in Word format]
* To donate, click here [insert link to donation tool]
* To donate by payroll deduction, click here [insert link to donation tool]
* To donate by cheque, credit card or other options, please fill out the attached pledge form, save, and return by email to me. [attach the UW supplied E-Pledge form in Word format]

If you have any questions about this year’s United Way campaign, please contact [campaign coordinator] at [contact information].

Let’s show our local love and make this year’s [company name] United Way campaign the most successful yet! Together, we can transform our community.

Thank you in advance for your support,

[campaign coordinator(s)]

**Mid-Campaign Reminder Email – Version 1 (from Campaign Coordinator(s))**

*Subject line:* See how your United Way donation changes lives – Raising the Grade

Khalid was struggling with his English when he started attending programs at the Boys and Girls Club of Moncton at age 7. Through their Raise the Grade program, he developed a love of reading and now, he says, “I’m as good as the kids at school are.”

**Hear Khalid’s story** [**here**](https://youtu.be/My1wzI0JMQQ)**.**

A United Way-funded agency, the Boys and Girls Club of Moncton’s Momentum Initiative works with young people overcome barriers related to a wide range of issues, including education.

While the Club is a place for all children and youth, they tailor their efforts to meet their demographics:

* more than 75 percent of the children and youth they serve come from families earning less than $30,000 per year;
* 53 percent of the Club's population are dealing with diagnosed mental challenges; and
* in 2019, the Club's multicultural population is at nearly 60 percent of its total membership.

Education inequality is an #UNIGNORABLE issue in our community that can only be solved when we don’t turn away. By taking action today with a donation to United Way, you can make a tremendous impact in the lives of youth and families who face barriers.

Together, we can help make sure all youth in Greater Moncton and Southeastern New Brunswick have the opportunity to be all they can be.

Thank you for showing your local love,

[campaign coordinator(s)]

**Mid-Campaign Reminder Email – (from Campaign Coordinator(s))**

*Subject line:* See how your United Way donation changes lives – Tashina’s story

Tashina says she was “a very shy girl” when she started attending Safe Space through the Elsipogtog Health & Wellness Centre. The opportunity to learn about her culture, and to dance in front of people and sing with her drum group, helped her “become the woman she is today.”

Here’s Tashina’s story.

*I started Safe Space as an after-school activity when I was about six years old with the jingle dress dancing group. I later joined the drumming group and attended the evening sessions where we played games. At around 12 years old, I switched to the fancy shawl dance group.*

*I started to learn more about my culture and got more involved. I learned to dance jingle dress and attended pow wows across the province and in my school, and same with the fancy shawl group as I got older. I also was in the drum group, where I learned many traditional songs and even sang the honour song at my Grade 8 year-end/graduation ceremony at the Eleanor Graham Middle School.*

*As I continued at Safe Space, I began to grow my courage and I decided to join the Sea Cadet Program, which I attended from age 12 to 18. Safe Space helped with the growing of my leadership skills and helped me become the woman I am today. Being involved with the cadets and with the leadership skills I learned at Safe Space, I started taking on a leadership role. I eventually became the one in charge of the Elsipogtog Sea Cadets with the highest position, which is Coxswain. As I continued on with cadets, I started to then get involved with Elsipogtog ACCESS: Open Minds NB and participated on the Youth Council for Elsipogtog and also the National and Provincial Youth Councils for ACCESS: Open Minds, which I am still part of today.*

*This year, I graduated from high school and now I am in my first year of University. I hope to continue on succeeding in my life and become a schoolteacher.*

By taking action today with a donation to United Way, you can make a tremendous impact in the lives of young people like Tashina.

Together, we can help make sure everyone who lives in Greater Moncton and Southeastern New Brunswick is able to succeed, and that they feel a sense of belonging and connection.

Thank you for showing your local love,

[campaign coordinator(s)]

**Final Reminder Email (from Campaign Coordinator(s))**

*Subject line:* It’s not too late to donate to United Way

The generosity shown by [company name] employees to our 2020 United Way campaign is truly what local love is all about. If you’ve already made your donation to the campaign, thank you very much! If you’re planning on making a donation, there’s still time. The campaign will close on [campaign end date], at which point we’d ask that all pledge forms are turned into [campaign coordinator(s)].

Thank you for your support,

[campaign coordinator(s)]

**Thank You Email to all Donors (from Campaign Coordinator(s))**

*Subject line:* Thank You!

Dear [first name],

Our United Way campaign is complete and I’m proud to report that we [met our goal] OR [have once again successfully united in raising dollars and helping solve local issues that matter to all of us.] Thank you!

When you took action by pledging a gift to United Way, you joined thousands of other like-minded community members throughout Greater Moncton and Southeastern New Brunswick. Together, you are showing love for where you live and making the issues of poverty, mental health, and domestic violence are #UNIGNORABLE.

Because you gave your best gift, [company name] raised [$ total dollars raised]. And every single donation will go a long way to filling gaps in our community, changing lives and breaking the cycle of poverty.

I want to thank you for your participation in this year’s campaign and for your generous contribution to United Way. I feel proud to work alongside you and the rest of our incredible staff as we come together to build the best city we can.

Thank you for unleashing your local love,

[Campaign Coordinator(s)]