



United Way 2026 Local Love Campaign: Internal Email Templates

This template of emails can be adapted to fit any campaign length, allowing you to customize your internal staff communications as needed.

Table of Contents

- 1.....[Executive pre-launch email](#)
- 2.....[Our United Way Workplace Giving Campaign Starts Today](#)
- 3.....[Ever Wonder What Happens After Someone Gives to United Way?](#)
- 4.....[Why Payroll Giving?](#)
- 5.....[When Life Takes an Unexpected Turn - Impact Story](#)
- 6.....[Why Give Through United Way](#)
- 7.....[Everyone Needs a Place to Belong - Impact Story](#)
- 8.....[Look What We are Accomplishing Together](#)
- 9.....[Every Young Person Deserves Hope - Impact Story](#)
- 10.....[How Your Gift Creates Local Change](#)
- 11.....[A New Beginning - Impact Story](#)
- 12.....[Every Gift Matters](#)
- 13.....[Thank You](#)



**United Way
Centraide**

Greater Moncton and
Southeastern New Brunswick

EXECUTIVE PRE-LAUNCH EMAIL

Subject: Join Me in Supporting This Year's United Way Workplace Campaign

Hello everyone,

Next week, we'll launch our annual United Way Workplace Campaign, and I'd like to personally invite you to be part of it.

At **[Company Name]**, we believe that building a stronger business starts with building a stronger community. When people have access to the support they need to thrive, our families, workplaces, and local economy all become stronger.

This year's campaign theme is Local Love and is a reminder that lasting change begins right here at home. This year, we've set a goal of **[\$[Campaign Goal]]**, and I hope you'll join me in helping us achieve it.

I choose to support United Way because it is one of the most effective ways to create meaningful local impact. United Way brings together businesses, community organizations, governments, and donors to tackle our region's most pressing social challenges. Rather than addressing one issue at a time, it invests where the needs are greatest and where we can create lasting change.

Every dollar stays local, supporting programs and services that strengthen our community today while helping build solutions for tomorrow. Whether it's reducing poverty, and homelessness , supporting children and youth, improving mental health, strengthening food security, or helping families navigate difficult times, your contribution becomes part of something much bigger than a single donation.

Over the coming weeks, you'll have opportunities to participate in campaign activities, volunteer, and make a contribution if you're able.

Thank you for helping make our community stronger. Together, we can create opportunities, respond to emerging needs, and ensure that everyone has the chance to thrive.

Together, let's show what Local Love looks like.

Sincerely,

[Executive Name]

[Title]



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 1

Subject: Our United Way Workplace Giving Campaign Starts Today

Hello everyone,

When a community comes together, incredible things happen.

Today, we're excited to launch our annual United Way Workplace Giving Campaign.

This year, our goal is to raise \$[Campaign Goal]. Every gift will stay local, helping support people across Southeastern New Brunswick through 16 local charities and programs.

Throughout the campaign, we'll share stories and short videos that show how Local Love is making a difference in our community.

If you're already a payroll donor, thank you. Your generosity is already changing lives. If you're new to the campaign, we're glad you're here and hope you'll join us.

Be Part of This Year's Campaign

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Learn more about United Way's local impact.

www.gmsenbunitedway.ca

(Your Workplace Giving Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 2

Subject: Ever Wonder What Happens After Someone Gives to United Way?

Hello everyone,

Have you ever wondered what happens after someone gives to United Way?

The answer is simple. Your gift stays local.

Every payroll donation supports 16 local charities and programs helping children and youth, strengthening mental health, welcoming newcomers, improving food security and helping people through life's toughest moments.

This short video tells the story better than we ever could.

Watch: What Does Your Local United Way Do?

<https://www.youtube.com/watch?v=cFzfYdDMJag&t=31s>

Ready to Take Part?

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Learn more about United Way's local impact.

www.gmsenbunitedway.ca



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 3

Subject: Why Payroll Giving?

Hello everyone,

Some of the biggest acts of generosity start with just a few dollars a pay.

Payroll giving is one of the easiest ways to support your community. Small donations from each pay add up to lasting local impact.

Your gift also provides reliable funding for 16 local charities and programs, helping them spend less time fundraising and more time delivering programs and services that support people in our community.

That's Local Love in action.

Join Your Colleagues

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Learn more about the local charities and programs that partner with United Way. Your donation is changing lives right here at home.

www.gmsenbunitedway.ca

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 4

Subject: When Life Takes an Unexpected Turn

Hello everyone,

Life can change in an instant.

When Carolanne's life took an unexpected turn, she found support through a local charity funded by United Way.

Her story is a reminder that unexpected challenges can happen to any of us, and that having support close to home can make all the difference.

That's what Local Love is all about.

Watch Carolanne's Story:

<https://www.youtube.com/watch?v=PMf8MiE6WO0>

Help Write the Next Story

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

By giving through United Way, you're supporting 16 local charities and programs, helping them spend less time fundraising and more time supporting people in our community.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Learn more about United Way's local impact.

www.gmsenbunitedway.ca

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 5

Subject: Why Give Through United Way?

Hello everyone,

One of the questions we hear most often during our workplace campaign is, "Why give through United Way?"

One gift through United Way supports 16 local charities and programs working together to meet the changing needs of our community.

Your generosity also helps local charities spend less time fundraising and more time delivering programs and services that support children, families and neighbours when they need them most.

That's the power of Local Love. One gift. Many possibilities.

Learn More: How Your Gift Makes a Difference

<https://gmsenbunitedway.ca/wp-content/uploads/2026/07/2025-Impact-Report-EN.pdf>

One Gift Can Go Further

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 6

Subject: Everyone Needs a Place to Belong

Hello everyone,

Everyone deserves to feel accepted, included and supported.

For Sam, finding that sense of belonging made all the difference. Through a local charity funded by United Way, Sam found encouragement, built confidence and discovered a community where everyone is valued.

Stories like Sam's remind us that Local Love means creating opportunities for everyone to belong.

Watch: Sam's Story

<https://www.youtube.com/watch?v=MQ6218iM4rQ&t=3s>

Help More Young People Belong

Every payroll gift helps support 16 local charities and programs, creating opportunities for children and youth across our community.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 7

Subject: Look What We're Accomplishing Together

Hello everyone,

Every gift makes a difference, and together we're creating real change across Southeastern New Brunswick.

Last year, thanks to local donors:

6,041 children and youth connected with caring adults.

4,519 children and youth built skills for life.

1,628 people moved from poverty toward possibility.

1,061 children and youth improved their mental health or began healing from trauma.

Behind every number is a person whose life changed because our community came together.

That's Local Love in action.

Explore the Report to the Community. This is your donor dollars in action!

<https://gmsenbunitedway.ca/wp-content/uploads/2026/07/Report-to-the-Community-2025-Rapport-a-la-Communaute.pdf>

Look What We're Building Together

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

If you'd like to take part, you can join or update your payroll gift here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 8

Subject: Every Young Person Deserves Hope

Hello everyone,

Growing up isn't always easy. Sometimes, having the right support can change everything.

Michelle found hope through a local charity funded by United Way, where caring people helped her build confidence, strengthen her mental health and look toward the future.

Every payroll gift helps make stories like Michelle's possible.

Read: Michelle's Story

https://gmsenbunitedway.ca/wp-content/uploads/2026/07/Michelle_s-Story.pdf

Help More Young People Thrive

Your support helps 16 local charities and programs provide life-changing services for children and youth across our community.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 9

Subject: How Your Gift Creates Local Change

Hello everyone,

One gift can do more than you might think.

When you give through United Way, you're investing in 16 local charities and programs working together to strengthen our community.

United Way also works alongside local charities to identify emerging needs, invest where support is needed most and help develop programs that respond to the challenges people are facing today.

That's how Local Love creates lasting change.

Learn More About the Community Fund

<https://gmsenbunitedway.ca/what-we-do/>

Strengthen Our Community

Whether you're joining the campaign for the first time or already giving through payroll, thank you for helping strengthen our community.

If you'd like to take part, you can join or update your payroll gift here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 10

Subject: A New Beginning

Hello everyone,

Leaving your home, your family and everything you've ever known takes incredible courage.

After arriving in Canada from Venezuela, Eric found support through the New Brunswick Refugee Clinic, a local charity funded by United Way. That support helped him begin building a new life in a safe and welcoming community.

Stories like Eric's remind us that Local Love means making room for new beginnings.

Watch: Eric's Story

https://www.youtube.com/watch?v=Hunsv_J3Abw

Help Welcome New Beginnings

Every payroll gift supports 16 local charities and programs, helping local charities spend less time fundraising and more time supporting people when they need it most.

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 11

Subject: Every Gift Matters

Hello everyone,

As our Workplace Giving Campaign begins to wrap up, we'd like to thank everyone who has already participated.

If you haven't had a chance to join yet, there's still time.

Every payroll gift stays local, supporting 16 local charities and programs and helping local charities spend less time fundraising and more time supporting people across our community.

If you're already giving through payroll, thank you. If you're considering increasing your gift this year, even a small increase can help create an even greater local impact.

Be Part of Local Love

If you'd like to join this year's Workplace Giving Campaign or make changes to your current payroll gift, you can do so here.

Join or Update Your Payroll Gift

(Insert payroll giving link)

Thank you for helping share Local Love across our community.

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick

EMAIL 12

Subject: Thank You

Hello everyone,

As our United Way Workplace Giving Campaign comes to a close, we'd like to say thank you.

Whether you made a donation, volunteered, attended an event or simply took the time to learn more about United Way, you've helped make this campaign meaningful.

Because of workplaces like [Company Name], local charities can continue providing programs and services that help children, families and neighbours across Southeastern New Brunswick.

Together, we've shown what Local Love looks like.

Thank you for helping build a stronger community.

With gratitude,

(Your Workplace Giving Campaign Team)



**United Way
Centraide**
Greater Moncton and
Southeastern New Brunswick