**WORKPLACE CAMPAIGN
Send at least (3) Emails if possible**

(See an existing legacy – OR – a New Opportunity Letter on page 2)

#1 Sample Campaign Kickoff Letter – *Company has given in the past*

Hello Team,

I’m excited to announce that today marks the start of our United Way Employee Giving Campaign!

We are excited to continue [COMPANY NAME]’s proud tradition of giving back to the community through United Way of Dodge County.

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of Dodge County is doing to help the community and how you can make an impact. As this year’s United Way Employee Campaign Coordinator, I’ll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each do what we can.

Last year, we raised [$XX,XXX] through our campaign and XX% of employees participated – THANK YOU! This year, we expect to reach a goal of [$XX,XXX or XX% participation] and make a positive impact on Dodge County.

Here is a link for an opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting United Way’s poverty-cutting programs – your dollars help support over one in three households that struggle to meet basic needs in our community. Thank you for caring about the people who need our support the most in Dodge County.

Let’s have a great campaign!

[Campaign Coordinator Name and Title, and include names of the campaign committee]

P.S. Join us for [Name of] fundraiser started [Date], with details

#1 Sample Campaign Kickoff Letter – *Company is new or revitalizing a campaign*

Hello Team,

I’m excited to announce that today marks the start of our United Way Employee Giving Campaign!

We are excited to give [COMPANY NAME] employees an opportunity to give back to the community through United Way of Dodge County.

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of Dodge County is doing to help the community and how you can make an impact. As this year’s United Way Employee Campaign Coordinator, I’ll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each do what we can.

United Way supports households that live below the cost of living in Dodge County with healthcare, supplemental food, housing, youth development and mental health. Any size gift can be impactful, because United Way uses the giving power of all the good people in Dodge County who can work together to solve equity in our communities. This year, we expect to re make a positive impact on Dodge County.

Here is a link for an opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting United Way’s poverty-cutting programs – your dollars help support over one in three households that struggle to meet basic needs in our community. Thank you for caring about the people who need our support the most in Dodge County.

Let’s have a great campaign!

[Campaign Coordinator Name and Title, and include names of the campaign committee]

P.S. Join us for [Name of] fundraiser started [Date], with details

#2 Half-Way There Letter

Hello Team,

We have reached the mid-point of the [COMPANY NAME] campaign for United Way, and have reached XX% of our $XX goal [or are X participants short of meeting our participation goal of XX%]! Thank you to everyone who has been able to make an investment in our community so far.

If you have given already, THANK YOU! Your gift will help create a better future for our community members in need.

If you haven’t made a gift yet, please consider getting involved. Please know that even $1 when we have a lot of participation, will go a long way. A gift to United Way benefits the health, education, and financial stability of Dodge County, and will go to programs that most effectively serve our community.

Here’s a video to learn more about how your gift can help: <https://youtu.be/roCc2oWHCp8?si=HUj-2NXTKWq6Iuiz>

You can make a gift by [INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES].

A successful goal is the work of many, but it starts with you, one person who cares.

We hope that you will consider giving generously to United Way of Dodge County.

Sincerely,

[Campaign Coordinator Name and Title, and include names of the campaign committee]

P.S. Join us for [Name of] fundraiser started [Date], with details

#3 Final Reminder Letter

Hello Team,

As the United Way Campaign comes to a close, I wanted to send out one last message to encourage you to get involved. If you’ve already donated, thank you! Your commitment to improving our community sends the message that [COMPANY NAME] is a company that cares. We are grateful for you.

If you’re still thinking about it – please keep this in mind:

United Way receives much of its funding from workplace campaigns like ours, so every dollar you can give really does make a difference. Every additional person that chooses to contribute to the campaign helps address critical needs in our community, like children in need of school supplies, families find shelter, provide access to essential health programs for the most vulnerable, and allows families to gain financial independence.

You can still make a gift by [INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES].

Thanks to the generosity of people like you, United Way is changing Dodge County for the better. Please help us finish our campaign strong by making a gift today!

Thank you for everything you do!

Sincerely,

[Campaign Coordinator Name and Title, and include names of the campaign committee]

P.S. Join us for [Name of] fundraiser started [Date], with details

#4 THANK YOU letter – very important, please thank everyone!

Dear [Group of donors]

Thank you for your support of [COMPANY NAME]’s campaign for United Way of Dodge County. Together, we raised [XXX] toward the campaign and over [XX%] of employees participated in the campaign. It’s because you made the decision to help. Dodge County needs people who feel passionately about children, families and elderly in need and are committed to improving the lives of all of its residents and you have proven your commitment to this community with your donation.

When you give to United Way, you are tackling key social issues and making a difference in the quality of life we all enjoy by:

* Developing children and youth to their full potential
* Creating strong families and safe neighborhoods
* Supporting people rebuilding their lives

A better community starts with us, and I am proud that you made the decision to help.

Your generosity and community spirit are why [COMPANY NAME] continues to stand out as a leader in Dodge County. Again, thank you for proving that one person can make a big impact.

Sincerely,

[CEO]