

United is *the way* to help.



United Way  
of Greater Cincinnati

## 2020 Workplace Campaign Email Samples

1. [Engagement Leader Welcome](#)
2. [CEO/Leadership Endorsement](#)
3. [Engagement Leader Follow-up – COVID Story 1](#)
4. [Engagement Leader Follow-up – COVID Story 2](#)
5. [Engagement Leader Follow-up – Impact Stats](#)
6. [Engagement Leader Follow-up – Social Media](#)
7. [Engagement Leader Halfway Reminder](#)
8. [Engagement Leader Last Call Reminder](#)
9. [Engagement Leader Final Reminder](#)
10. [CEO/Leadership Thank You](#)
11. [Engagement Leader Thank You](#)

## Engagement Leader Welcome

Suggested send time: Prior to campaign kickoff  
Suggested sender: Engagement Leader  
Suggested subject: Join me & United Way this year!

Hi,

I'm volunteering this year as our team's United Way Engagement Leader to support the United Way of Greater Cincinnati campaign.

Our 2020 United Way Campaign is underway because now, more than ever, individuals and families in our region need our help. COVID-19 devastated so many and exposed, in a very urgent and tangible way, the importance of United Way.

These numbers are not acceptable:

- 1 in 5 families (approximately 110,000 families) across our region are struggling to make ends meet
- 160,000 local jobs were lost due to the COVID-19 pandemic and that's just the beginning

United is *the way* to help. Get excited and join the movement! I look forward to our work together this year.

Here are some ways to get involved:

- Find a cause you're passionate about and [volunteer](#)
- Check out the [2020 United Way: The Way to Help Campaign Video](#)
- Subscribe to the [United Way Newsletter](#)
- Visit [www.uwgc.org/united](http://www.uwgc.org/united) to learn more about the 2020 campaign
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited
  - @UnitedWayGC on Twitter
  - @UnitedWayGC on Instagram
  - @UnitedWayOfGreaterCincinnati on Facebook

Thank you,

**[INSERT INFORMATION]**

## **CEO/Leadership Endorsement**

Suggested send time: Kickoff Day  
Suggested sender: CEO or Senior Leader  
Suggested subject: United is *the way* to help

Hi,

Today, we kick off our campaign to help our community through United Way of Greater Cincinnati. I am proud to support this year's campaign because when you support United Way, you're joining our community's largest organized effort to help all individuals, children and families thrive.

United Way challenges us to Live United. There's no better way to accomplish the complex work needed in our community than by joining together.

Please take a moment to learn more about the work of United Way. Its mission to respond to crisis, then help our community recover and revitalize during this unprecedented time, is bold and will inspire you as much as it does me.

Please consider taking part in this year's campaign. Giving your time, talent and financial support will make a difference in people's lives.

Here are some ways to get involved:

- Attend one of our special events **[INSERT INFORMATION]**
- Complete the attached pledge form by **[INSERT DATE]**
- Give through the online campaign here: **[INSERT WEBLINK]**
- Volunteer at an upcoming event **[INSERT INFORMATION]**
- Check out the new [2020 United Way: The Way to Help Campaign Video](#)
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited
  - @UnitedWayGC on Twitter
  - @UnitedWayGC on Instagram
  - @UnitedWayOfGreaterCincinnati on Facebook

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Follow-up – Story 1**

Suggested send time: During campaign  
Suggested sender: Engagement Leader  
Suggested subject: COVID-19 relief

Hi,

As you know, COVID-19 will have its biggest impact on low-income families already challenged by systemic poverty issues. Many seemingly “middle class” families that have never needed help before are now faced with complete loss of income overnight. They will need our support.

The COVID-19 crisis is the perfect example of the problems United Way of Greater Cincinnati exists to solve. It also shows the powerful impact we have when we work together to help our community.

When the pandemic hit our community, United Way mobilized quickly to distribute \$7 million in relief to agencies, families and children in Greater Cincinnati. This is just the beginning. United Way is leveraging resources from the 2019 campaign and working closely with organizations and community leaders on the ground to provide consistent rapid relief. But ongoing efforts to tackle this deep-rooted community problem, require the full support of individuals and companies such as ours.

Find relief stories here: [www.covid19regionalfund.org/impact](http://www.covid19regionalfund.org/impact). Please you'll join me and our team to show this community we care.

Don't forget about these opportunities:

- Attend one of our special events **[INSERT INFORMATION]**
- Complete the attached pledge form by **[INSERT DATE]**
- Give through the online campaign here: **[INSERT WEBLINK]**
- Volunteer at an upcoming event **[INSERT INFORMATION]**
- Check out the new [2020 United Way: The Way to Help Campaign Video](#)
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited
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  - @UnitedWayGC on Instagram
  - @UnitedWayOfGreaterCincinnati on Facebook

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Follow-up – Story 2**

Suggested send time: During campaign

Suggested sender: Engagement Leader

Suggested subject: Read how United Way supported organizations during COVID-19

In my previous email I shared how United Way of Greater Cincinnati was able to mobilize quickly and distribute more than \$7 million back into the community.

Women Helping Women (WHW) was one of the many organizations that received support from United Way at the beginning of the COVID-19 crisis. WHW focuses on crisis intervention and prevention in the areas of gender-based violence. Although survivors are predominantly women, WHW also provides support to men and the LGBTQ community.

The COVID-19 Regional Relief Fund helped WHW adapt new technology and support survivors by virtually meeting with them while they were isolated. This kept their staff working productively, which was crucial to support the increase in calls to their 24-hour crisis intervention hotline. Recent requests for help centered around security, food, safety, basic needs, and overall physical well-being. Women Helping Women continues to answer the call.

By supporting United Way of Greater Cincinnati, you are giving children and families in our region opportunity. You can read the full story on WHW and others like it at [www.covid19regionalfund.org/impact](http://www.covid19regionalfund.org/impact).

Please join me to show this community we care.

Don't forget about these opportunities:

- Attend one of our special events **[INSERT INFORMATION]**
- Complete the attached pledge form by **[INSERT DATE]**
- Give through the online campaign here: **[INSERT WEBLINK]**
- Volunteer at an upcoming event **[INSERT INFORMATION]**
- Check out the new [2020 United Way: The Way to Help Campaign Video](#)
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited
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  - @UnitedWayGC on Instagram
  - @UnitedWayOfGreaterCincinnati on Facebook

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Follow-up – Impact Stats**

Suggested send time: During campaign  
Suggested sender: Engagement Leader  
Suggested subject: Your support has real impact

Hi,

I hope you've looked at some of the ways you can help United Way of Greater Cincinnati break the cycle of poverty in our region.

In 2019, with the community's support, United Way of Greater Cincinnati and its funded programs:

- Helped 1,958 children enroll in quality early education programs and prepare for the transition to kindergarten.
- Helped file nearly 10,400 federal and state income tax returns for low- to moderate-income individuals, saving taxpayers more than \$2.8 million in tax-preparation fees and helping individuals and families access more than \$15 million in refunds.
- Fielded more than 136,000 requests from throughout Greater Cincinnati for services such as housing, food and rent assistance through United Way 211, a 24/7 resource and referral hotline.
- Ensured 285 families avoided homelessness and disruptive school moves through United Way's Stable Families program in Cincinnati and Northern Kentucky.

United is *the way* to help. Please reach out if you'd like more information. I'm excited to see what we can do together during this year's campaign!

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Follow-up – Social Media**

Suggested send time: During campaign  
Suggested sender: Engagement Leader  
Suggested subject: #LiveUnited

Hi,

United is *the way* to achieve results no one person or organization can achieve on its own. We can make a difference and unite others by sharing our commitment on social media! Help us spread the word!

Show the community (and the world!) how much we care by posting an image or special memory of our workplace campaign with #LiveUnited. Tag United Way on social media, too:

- @UnitedWayGC on Twitter
- @UnitedWayGC on Instagram
- @UnitedWayOfGreaterCincinnati on Facebook

And don't forget about these other great opportunities to participate in this year's campaign:

- Attend one of our special events [INSERT INFORMATION]
- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]
- Volunteer at an upcoming event [INSERT INFORMATION]

Thank you,

[INSERT INFORMATION]

## **Engagement Leader Halfway Reminder**

Suggested send time: Halfway through campaign  
Suggested sender: Engagement Leader  
Suggested subject: We're making a difference!

Hi,

We asked. You answered. I'm proud to see so many of you choosing to turn your generosity into large-scale change.

We are already halfway through our United Way of Greater Cincinnati campaign. Thank you to everyone who has already joined this movement. Individuals, children and families in our region are depending on us. This is the Greater Cincinnati way – this is what we do for each other.

There are still lots of ways for you to participate:

- Attend one of our special events **[INSERT INFORMATION]**
- Complete the attached pledge form by **[INSERT DATE]**
- Give through the online campaign here: **[INSERT WEBLINK]**
- Volunteer at an upcoming event **[INSERT INFORMATION]**
- Subscribe to the [United Way Newsletter](#)
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited
  - @UnitedWayGC on Twitter
  - @UnitedWayGC on Instagram
  - @UnitedWayOfGreaterCincinnati on Facebook

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Last Call Reminder**

Suggested send time: Day before campaign end  
Suggested sender: Engagement Leader  
Suggested subject: One day left!

Hi,

Simply put: Too many people in our region struggle to make ends meet. I'm so proud to see our team doing something about it by joining United Way. When we Live United, and work together, we can do what no one can do alone.

Tomorrow is the last day to help us reach our goal for this year's United Way campaign.

Thanks to everyone who joined the movement so far. If you haven't, please consider joining today. Be a part of something special and pledge to change the life of someone in your community.

Two easy options:

- Complete the attached pledge form by **[INSERT DATE]**
- Give through the online campaign here: **[INSERT WEBLINK]**

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Final Reminder**

Suggested send time: Campaign finale  
Suggested sender: Engagement Leader  
Suggested subject: Last chance!

Hi,

As we end this year's United Way of Greater Cincinnati campaign, I hope you'll take a second to reflect on all the progress we made.

Check this out:

- [Percent to goal]
- [Number of employees who've participated]
- [Volunteer hours logged]

If you'd still like to be part of the movement — please join us!

- Complete the attached pledge form by **[INSERT DATE]**
- Give through the online campaign here: **[INSERT WEBLINK]**

Let's close out the best campaign possible and show this community how much we're committed to helping those in need. United is *the way*.

Thank you,

**[INSERT INFORMATION]**

## CEO/Leadership Thank You

Suggested send time: Day after campaign finale  
Suggested sender: CEO or Senior Leader  
Suggested subject: Thank you.

Hi,

As I look back on this year's successful campaign for United Way of Greater Cincinnati and this community, my heart is full.

Together, we showed this community what it means to Live United. Because of our support, United Way will continue to bring people, organizations and resources together to respond, recover and revitalize our community.

Once again, we've shown we're here for those who need us most. I have no doubt your support will make an enormous impact in our community.

Thanks to all of you who joined us, United is *the way* to make a difference.

Thank you,

**[INSERT INFORMATION]**

## **Engagement Leader Thank You**

Suggested send time: After campaign totals are calculated

Suggested sender: Engagement Leader

Suggested subject: Thank you — the results are in!

Hi,

Leading this year's United Way of Greater Cincinnati campaign was incredible — but the most rewarding part is seeing all the good we're doing for our community.

Thank you to everyone who made this year's campaign a success. I hope these results make you as proud as I am to be part of this team:

- [Total raised]
- [Total participation]
- [Total hours volunteered]

Please join me in engaging with United Way beyond the campaign. Helping families truly thrive is not a once-a-year effort. This work is year-round and complex. Your time, talent and treasure are needed to keep the momentum going.

One great way to participate is to find year-round volunteer opportunities via United Way's volunteer website at [CincyHelps.org](http://CincyHelps.org)

Please reach out if you have other questions or are interested in helping in other ways throughout the year.

Thank you,

**[INSERT INFORMATION]**