

# 2018 United Way of Greater Cincinnati Workplace Campaign Email Samples

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## **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 thrilled to serve as our team's United Way Engagement Leader. I'm volunteering this year to help us all unite communities to change lives with United Way of Greater Cincinnati.

This year, children and families in our region especially need our help. These numbers are staggering:

- 600,000 people in our area are in poverty or struggling to get by
- That includes 100,000 families
- And 1-in-3 children

I know you're with me when I say, that's unacceptable.

If you want to join the largest organized community effort to help local families move on a path out of poverty, please unite with me and our team during the United Way campaign!

I look forward to our work together this year.

Here are some ways to get involved:

- Attend our campaign kickoff! **[INSERT INFORMATION]**
- Volunteer at an upcoming event **[INSERT INFORMATION]**
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited and/or #CommunityUnited
  - @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: What it means to Live United.

Hi,

Today we kick off our campaign to help United Way of Greater Cincinnati. First, I want to tell you why I am proud to support United Way's work in our community.

United Way challenges us to Live United. I believe there's no better way to accomplish the tough, complex work in our community than by joining together. United Way brings us together. For instance, when you support United Way, you're joining the largest organized community effort to help children and families in poverty.

I hope you'll take a chance to learn more about the work of United Way during this campaign. Take a chance to reintroduce yourself to the organization. There's a new excitement and energy that I hope will inspire you as much as it does me.

Once you've had a chance to get to know United Way — please consider taking part in this year's campaign. Giving your time, talent and financial support can 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]
- Follow United Way of Greater Cincinnati on social media and use #LiveUnited and/or #CommunityUnited
  - @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: Read what a mother said about United Way.

Hi,

Did you know one-in-four families in our region are in poverty and struggling to make ends meet?

By supporting United Way of Greater Cincinnati, we're giving children and families in our region opportunity. Take it from a local mother named Liz whose daughter was helped by United Way:

*"My kids don't have to be poor. They have dreams and goals and should feel like they can be something. My kids get experiences that they wouldn't get if United Way and our community wasn't helping."*

I hope 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]**

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 helped a family in need.

Hi,

Did you know 100,000 families in our region are in poverty and struggling to make ends meet?

By supporting United Way of Greater Cincinnati, we're giving children and families in our region opportunity. Take it from a local mother named Jocqueline whose family received a "welcome home kit" from United Way and volunteers:

*"I hope other families like mine understand that people really care about you, because a lot of times you feel like nobody cares. When you're just starting out, it's good to know somebody is looking out for you like United Way. We have a support system."*

I hope you'll join me and others 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]**

Thank you,

**[INSERT INFORMATION]**

### **Engagement Leader Follow-up – Story 3**

Suggested send time: During campaign  
Suggested sender: Engagement Leader  
Suggested subject: Read how United Way helped an employee succeed.

Hi,

Did you know about 70% of jobs in our region pay less than the wage required for a family of four to be financially stable?

By supporting United Way of Greater Cincinnati, we're giving children and families in our region opportunity. Take it from a local mother named Carrie, who received job training through a United Way program.

*“Being an adult learner, having small children at home and just stepping off the ledge to do something different was difficult. I always wanted to do more. I was always told by my peers I had more potential — but I never had the push to do more. United Way gave me that opportunity.”*

I hope you'll join me and others 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]**

Thank you,

**[INSERT INFORMATION]**

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

Suggested send time: During campaign  
Suggested sender: Engagement Leader  
Suggested subject: Your support makes an impact.

Hi,

By now, I hope you've had a chance to look at some of the ways we can help United Way of Greater Cincinnati unite communities to change lives.

This year, I hope we can answer all of your questions and give you a solid idea of how your support can make a difference in the community.

Here are a few things United Way was able to accomplish last year with the support of our community:

- 60,052 calls answered by United Way 2-1-1, a 24/7 help line for anyone in the community. Common calls include requests for help with rent, utility bills and food supplies.
- 17,085 free tax returns filed by United Way and community volunteers.
- 16,320 people connected to volunteer opportunities by United Way.
- 1,921 people trained for better jobs through United Way programs.
- More than 140 local nonprofits received United Way investments for best-in-class community services.

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: #HowWeLiveUnited

Hi,

United Way of Greater Cincinnati's campaign season is one of my favorite times of the year because I believe it truly brings us together to make a difference.

Let's unite others by taking to social media!

An easy way to show the community (and the world!) how much we care this year is by posting an image or special memory of our workplace campaign with #HowWeLiveUnited. 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 unite and show the community how much we care.

We are already halfway through our campaign for United Way of Greater Cincinnati to help children and families in our region who really need us. Thank you to everyone who has already joined this movement.

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]
- 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 are in poverty. I'm so proud to see our team doing something about it by joining United Way of Greater Cincinnati. 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 has joined this movement so far. If you haven't, please consider joining today. It's the start of something special — and I want everyone to be part of it!

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 campaign for United Way of Greater Cincinnati, I hope you'll take a second to reflect on all the good we've done.

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!

Two easy options:

- 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.

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 tackle some of the most complex challenges in 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 Way and the largest organized community effort to help local children and families in poverty.

Together, we're making 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 the 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]

I hope you'll join me in engaging with United Way beyond the campaign. Moving children and families on a path out of poverty is not a once-a-year effort. This work is year-round and complex. Your time, talent and treasure is needed to keep the momentum going.

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