**SAMPLE CAMPAIGN E-MAILS**

**Subject: Can We Count on You to Be A Game Changer?**

Our 2021 United Way campaign is kicking off! Join me in learning what it means to be a Game Changer. Watch for information coming soon about all the upcoming campaign activities and events.

It takes an entire community to make a difference and we need you. Giving to United Way is the best way to help the most people in need in our community!

Sincerely,

<name>

**Subject: You have the Power!**

You have the power to change the odds for families and communities.

I’m excited to announce that it’s time for United Way of the Eastern Panhandle’s annual fundraising campaign!

Thank you for your past support. We are looking forward to an even more successful campaign in 2021 and I hope you’ll consider donating this year.

When you give to United Way of the Eastern Panhandle, you’re helping to create a community where everyone has the opportunity to realize a quality education, financial stability, and good health.

During the next <number >weeks, I’ll help you learn more about how you can get involved. And it’s not just about monetary donations. Your time, experience and voice make a difference, too.

It starts next week. And it starts with YOU!

**Subject: UNITED WAY CAMPAIGN**

Please mark <Date> on your calendar for the annual United Way Kick-off fund-raising effort. This year’s campaign will run from <Date To Date> and our Campaign Team has put together a series of exciting events for us to participate in and support.

<Company Name> cares deeply about our community and the quality of life in the Eastern Panhandle. And United Way focuses resources to provide solutions for our community’s most pressing problems.

Through our contributions, we can make sure help is there for families, co-workers and friends. United Way assures that a broad range of services is available to help local people become independent and self-sufficient. I believe that supporting United Way is a sound decision. We will have a chance to learn more about United Way during our upcoming kickoff rally.

<Company Name> is proud to support United Way of the Eastern Panhandle. See you all at the kickoff!

**THANK YOU TO EMPLOYEES**

Dear <*Fellow Employee, Company Staff, Co-Worker,* *Contributor>*:

I want to personally thank each and every one of you who contributed to our United Way campaign. Your kindness will touch many lives in need of help.

Because you cared, someone you know will be helped by a United Way agency. Because you cared, help will be there, where help is needed most.

<Company> employees' <Amount> gift to the United Way this year is a true expression of caring and an investment in our community.

The results of our campaign speak for themselves. It's obvious that more of our employees became educated about how their dollars work through the United Way. The proof is in the giving.

Thank you for all you did to make <Company>’s United Way campaign a success. But most importantly, thank you on behalf of all our friends and neighbors who will get the help they need. You are a great example of “Being a Game Changer”!

It takes every one of us to build a better community. Thank you for doing your part, and for helping (Company Name) Live United.

Sincerely,

<CEO / Manager or Employee Campaign Coordinator>