**2021 Suggested CEO Communications**

*The following are examples of messages you can send via memos or emails*

*to enhance your workplace campaign.*

-------------------------------------------------------------------------------------------------------------------------------

**Email #1** *(2-3 weeks prior to campaign kickoff)*

**Subject:** Introducing our United Way Campaign

You are part of an organization that believes that caring for the community in which we live and work is a vital part of doing business. Because it is important to “give where we live,” [COMPANY NAME] is proud to join together with United Way of San Antonio and Bexar County to help our friends and neighbors in need.

As we continue to respond and begin to rebuild from the unprecedented COVID-19 health crisis, the people served by United Way may be even more vulnerable. The need is still increasing as the ripple effects continue to touch those who have never needed help before.

It is imperative to continue to support our local nonprofits who are in the forefront, helping individuals and families who struggle with food, mental health, childcare, schooling their children and sometimes just surviving.

United Way is a leading partner in our short- and long-term recovery and one of the most effective ways to unite is through the annual United Way Community Campaign. For many nonprofit partners, the campaign is the lifeblood of their work. Its role in 2021 is critical. A strong campaign is an even stronger community.

Your support of the **[COMPANY NAME] United Way Campaign** allows us to deliver teamwork in action, and your investment generates results you can see right here at home.

Last year in Bexar County, there were 5,499 confirmed victims of child abuse or neglect and 13 children died from abuse. There are an estimated 30,000 “disconnected” youth ages 16 to 24 in Bexar County who are not in school and not employed. One in three households in San Antonio struggles to afford basic living necessities. The perils of the Coronavirus only magnified the impact to each of these segments, and many others. But we live in an incredible community that goes out of its way to care for one another especially during a time of crisis.

Our community faces a wide range of challenges and United Way is diligently working for the greater good to combat some of the most troubling statistics and circumstances. To make a difference, United Way focuses on four priority areas that will have the greatest impact on improving lives and our community for generations to come.

* **READY CHILDREN**--United Way works to ensure that all children grow up in safe, stable and nurturing environments; that all children are healthy in mind, body and spirit and that all children are curious learners progressing toward their full potential.
* **SUCCESSFUL STUDENTS**--United Way works to ensure that all young people are actively engaged in our community, are prepared for the 21st century workforce and are provided a resource-rich environment, with prepared and engaged adults to support them to achieve the future they deserve.
* **STRONG INDIVIDUALS AND FAMILIES**--United Way works to ensure that all individuals and families are stable, flourish economically, reach their full potential and maintain a quality of life free of discrimination.
* **SAFETY NET SERVICES**--United Way provides safety net services like food, clothing, shelter and emergency care to meet immediate, urgent needs. These services are stretched as a result of COVID-19. Calls to the 2-1-1 Help Line have increased 144 percent over the same period last year.

[COMPANY NAME] workers are incredibly big-hearted! When people see friends, family, neighbors and co-workers in need, they tend to be generous and helpful. When everyone gives something, we all benefit.

I am so proud of the leadership role our employees take in giving back to our community, and I’m confident that we will have another successful United Way campaign this year. Your contribution represents a valuable difference in someone’s life.

Thank you for caring about our community. Thank you for donating to United Way.

-------------------------------------------------------------------------------------------------------------------------------

**Email #2** *(1-2 days prior to campaign kickoff)*

**Subject:** Reminder to Support United Way

Every man, woman, and child deserves an opportunity for a good life, and I believe the best way to build the strong, compassionate community we desire is an investment in the future — an investment in United Way of San Antonio and Bexar County.

As we prepare to kick off our **[COMPANY NAME] United Way Campaign**, please know that we are providing a way for caring individuals to collectively unite to help others. Together, we can magnify that difference many times over.

United Way makes the biggest difference in saving lives, changing lives and strengthening our community by funding targeted strategies and more well-managed programs that impact thousands of lives than any other charitable organization in San Antonio and Bexar County.

Helping people in need is the right thing to do. Investing in United Way’s initiatives and programs is an effective way to help people who need it most. Please give.

-------------------------------------------------------------------------------------------------------------------------------

**Email #3** *(1-2 days prior to campaign close)*

**Subject:** There’s Still Time to Give to United Way

I would like to take a moment to once again encourage your support of the **[COMPANY NAME] United Way Campaign**. People across San Antonio really want to make a difference. But it takes all of us working together to impact our community.

If you have already made your contribution, I sincerely thank you. If not, please take a few minutes to help change the lives of the neediest members of the community--abused and neglected children, struggling teens and families with working parents fighting their way out of poverty and many others.

Your investment will help countless people become strong, healthy and self-sufficient. Your gift also brings hope and opportunity to the lives of so many by providing for basic needs, helping families find strength and stability, and creating environments that nurture the positive development of our children and youth.

You will be investing in programs that make a positive, measurable and permanent impact on lives. Please give.

-------------------------------------------------------------------------------------------------------------------------------

**Email #4** *(closely following campaign close)*

**Subject:** Thank You for Your Generosity

On behalf of **[COMPANY NAME]** and United Way, I would like to convey our deep appreciation for your support of this year’s campaign. Your gifts are an expression of your caring spirit and represent an investment in the future of our community.

Because of selfless donors like you, United Way is able to help thousands of people achieve their full potential. I hope that you take great pride in the vital role you play in making good work and a strong community possible.

Thank you for investing in what matters.

-------------------------------------------------------------------------------------------------------------------------------

###