

COMMUNICATIONS

SAMPLE E-MAILS



E-mail #1 (2-3 weeks prior to campaign kickoff)

Subject: Introducing our United Way Campaign

For our team here at **[COMPANY NAME]**, caring for the community through volunteering or philanthropy is important. Giving back to our neighbors, friends and fellow San Antonians is a vital part of our business. We are proud to partner with United Way of San Antonio and Bexar County to make a difference for those in need.

It is imperative to continue to support our local nonprofits who are in the forefront, helping individuals and families who face challenges concerning employment, mental health, child care, education and so much more.

Our community faces a wide range of challenges and United Way is working diligently to identify and address our most critical needs. 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.

- **PREPARING YOUNG CHILDREN FOR LIFE**--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.
- **HELPING STUDENTS SUCCEED**--United Way aims to have all young people be actively engaged in our community, be 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.
- **STRENGTHENING 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.
- **SUPPORTIN PEOPLE IN CRISIS**--United Way provides safety net services assisting with issues related to food, clothing, abuse, shelter and emergency care to meet immediate, urgent needs of those in need.

[COMPANY NAME] workers are incredibly kind, compassionate and generous. 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.



SAMPLE E-MAILS



United Way of San Antonio
and Bexar County

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

Subject: Reminder to Support United Way

Everyone deserves an opportunity for a good life and I believe the best way to empower our community to live successful, self-sufficient lives is by making 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 multiply that difference many times over.

United Way makes the biggest difference in changing lives and strengthening our community by funding targeted services and more well-managed programs that impact thousands of people, more 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 are relying on us. We can 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 people in our community—young children, students, families and others are dealing with facing barriers related to poverty, food, abuse, education and child care.

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 and measurable impact on so many lives. Please give.

Email #4 (1-2 days after 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.

