

CEO/CAMPAIGN LEADER

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 in our community.

Our community faces a wide range of challenges and United Way is working diligently to address our most critical issues. To make the greatest impact for lasting change, United Way focuses on four priority areas:

- **PREPARING YOUNG CHILDREN FOR LIFE:** United Way works to ensure that all children grow up in safe, stable and nurturing environments.
- **HELPING STUDENTS SUCCEED:** United Way aims to have all students reach math and literacy milestones, all young people are engaged in their community and set up for success later in life.
- **STRENGTHENING INDIVIDUALS AND FAMILIES:** United Way works to ensure that all individuals and families are stable, flourish economically and are self-sufficient.
- **SUPPORTING PEOPLE IN CRISIS:** United Way provides safety net services to assist urgent needs such as food, shelter and emergency care.

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

Sincerely,
[Signature]

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

Subject: Reminder to Support United Way

Everyone deserves an opportunity for a good life. By investing in United Way of San Antonio and Bexar County, you can help empower our community to live successful, self-sufficient lives.

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 has a far-reaching impact in our community by funding targeted services and well-managed programs that impact thousands of people, more than any other charitable organization in San Antonio and Bexar County. You can be assured that through United Way, your gift is maximized to achieve the most impact.

Helping people in need is the right thing to do. Investing in United Way's programs and initiatives is an effective way to help people who need it most. Please give and join us in creating lasting change for generations to come.

Sincerely,
[Signature]

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United Way of San Antonio
and Bexar County

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Sincerely,
[Signature]

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. We can make a difference in hundreds of thousands of lives. 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 facing barriers to success and need help with early childhood support, education, economic stability and more.

Your investment will help countless people become strong, healthy and self-sufficient. Through United Way, you can invest in programs that make a positive and measurable impact on so many lives. Please give.

Sincerely,
[Signature]

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 share our deep appreciation for your support of this year's campaign. Because of generous donors like you, United Way is able to help hundreds of 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.
Sincerely

[Signature]