

# CEO/Campaign Leader

## Sample E-Mails



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

**Subject:** Introducing our 2026 United Way Campaign

For our team here at **[COMPANY NAME]**, caring for the community through volunteering or philanthropy is a large part of our culture. We are proud to partner with United Way of San Antonio and Bexar County to make a lasting difference for our neighbors, friends and fellow residents.

United Way empowers everyone in our community, creating solutions that break generational cycles for families who experience greater stability than they could without this support. To achieve this, United Way focuses on four priority areas:

- **PREPARING YOUNG CHILDREN FOR LIFE:** United Way works to ensure that all children have nurturing environments where they can be happy, healthy and ready for school.
- **HELPING STUDENTS SUCCEED:** United Way aims to have all students stay in school and thrive in environments that set them up for future success in all stages of life.
- **STRENGTHENING INDIVIDUALS AND FAMILIES:** United Way works to ensure that all individuals and families can maintain a higher quality of life and financial stability.
- **SUPPORTING PEOPLE IN CRISIS:** United Way provides safety net services for urgent needs, helping people get their lives back on track when the unexpected happens.

I am proud of how compassionate, generous and dedicated **[COMPANY NAME]** employees are when it comes to giving back. I am confident that our contributions to United Way will have a lasting impact on the millions of residents they support.

Thank you for caring about your community and for donating to United Way.

Sincerely,

**[Signature]**

# CEO/Campaign Leader

## Sample E-Mails



### Email #2 (1-2 days before campaign kickoff)

**Subject:** Now is the Time to Support Our Community through United Way

Everyone deserves the opportunity to be successful. Investing in United Way of San Antonio and Bexar County empowers your fellow residents to thrive in their education, careers and personal lives.

As we prepare to launch our [COMPANY NAME] United Way Campaign, please be aware that we are offering our employees an opportunity to have a positive impact on others. Together, we can multiply our individual efforts to have an even greater impact in a way that no single person or organization can do alone.

More than any other nonprofit in San Antonio, United Way's investments in effective resources make a difference for hundreds of thousands. You can rest assured that your gift is maximized to have the greatest impact possible.

Helping people in need is an integral part of our culture here at [COMPANY NAME]. Investing in United Way's programs is the best way to give back to people in our community. Please give and join us in making a difference that will last for generations.

Sincerely,

[Signature]

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Sincerely,

[Signature]

# CEO/Campaign Leader

## Sample E-Mails



### Email #3 (1-2 days before campaign close)

**Subject:** There's Still Time to Make an Impact through United Way

I want to take a moment to encourage once again your support of the [COMPANY NAME] United Way Campaign. Together, we can make a meaningful difference for everyone in our city.

If you have already contributed, thank you for adding to our collective impact in the community. If not, please take a few minutes to consider the difference you can make to your fellow residents. Young children, students, families and others face insurmountable barriers to success and need our help. Your investment will help them experience stability in all stages of life.

Through United Way, you can invest in programs that provide meaningful solutions to challenges that no single individual or organization can solve alone. Please give.

Sincerely,

[Signature]

### Email #4 (1-2 days after campaign close)

**Subject:** Thank You for Your Compassion and Generosity

On behalf of [COMPANY NAME] and United Way, I would like to share our gratitude for your support of this year's campaign. Thanks to generous donors like you, United Way can help hundreds of thousands of people reach their full potential. You are making our community stronger and we are proud to have generous and caring individuals like yourself on our team.

Thank you for investing in a better future for all.

Sincerely

[Signature]