

ECC Toolbox: Sample Employee Emails

Sample Committee Recruitment Letter

Dear [Name],

We are hosting a campaign for United Way of Central Georgia and need your help. We are looking for devoted, passionate people like you to represent the different areas of our company and help us run an effective and successful campaign.

As a campaign committee member, you will play a key role in educating, energizing and inspiring action among our employees by planning and implementing a campaign strategy that is tailored to our company's culture. You will be bringing the impact of United Way to life in the workplace, sharpening your leadership skills and knowing that you are making a difference in the community.

I am counting on you to help our employees understand how important their participation is to our campaign and, most of all, to our community.

Watch for an invitation to attend an informative training session where you will receive campaign materials and tools, and have the opportunity to meet with a United Way representative who will answer questions and be a resource throughout the campaign.

I am counting on you to help make this year's campaign a big success. Thank you!

Sincerely,

[CEO, Campaign Chair or Coordinator]

Sample Campaign Kickoff Letter

Hello Team,

I am excited to announce that today marks the start of our United Way Employee Giving Campaign!

We are excited to continue [COMPANY NAME]'s proud tradition of giving back to the community through United Way of Central Georgia.

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of Central Georgia is doing to help the community and how you can make an impact. As this year's United Way Employee Campaign Coordinator, I'll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each play our part.

Last year, we raised [\$XX,XXX] through our campaign and XX% of employees participated – THANK YOU! This year, we expect to reach a goal of [\$XX,XXX or XX% participation] and make a positive impact on Central Georgia. Beginning [DATE], you will have the opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting United Way's poverty-cutting programs – your dollars help support the over one in two households that struggle to meet basic needs in our community. Thank you for caring about the people who need our support the most in Central Georgia.

Let's have a great campaign!

[ECC Name and Title]

Sample CEO Letter of Endorsement

Dear [Name] OR [Colleagues],

As we kick off our United Way campaign, I ask you to please join me in supporting United Way of Central Georgia.

This year's campaign will kick off at [COMPANY'S NAME] on [DATE]. [COORDINATOR'S NAME or CAMPAIGN COMMITTEE] has been chosen as our Employee Campaign Coordinator, and has added fresh and exciting ideas to make this campaign the most successful yet. United Way of Central Georgia has the full support and commitment of [COMPANY NAME], as United Way makes sure 100% of your gift to United Way stays in our community, making the greatest impact possible.

However, they cannot do it without us. Your generous support for United Way will ensure that children and youth achieve their potential through education. It will help families become financially stable and independent. Additionally, it will improve our community's health.

If you have given to United Way in the past, thank you! This year, please consider increasing your gift by 50% a paycheck (for example, stepping up from \$10 to \$15). If you have never given before, now is the time to do so because – through your United Way gift – you will help so many in our community.

Together, we have the joy and privilege of making our community a better place for all.

[Company Name], and I, personally, support United Way. I hope you will, too.

Sincerely,

[Name of Senior Leadership at the Company]

Sample Half-Way There Letter

Hello Team,

We have reached the mid-point of the [COMPANY NAME] campaign for United Way, and have reached XX% of our \$XX goal [or are X participants short of meeting our participation goal of XX%]! Thank you to everyone who has been able to make an investment in our community so far.

If you have given already, THANK YOU! Your gift will help create a better future for our community members in need.

If you haven't made a gift yet, please consider getting involved. A gift to United Way benefits the health, education, and financial stability of Central Georgia, and will go to programs that most effectively serve our community.

You can make a gift by [INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES].

Success is the work of many, but it starts with you, one person who cares.

We hope that you will consider giving generously to United Way of Central Georgia.

Sincerely,

[ECC Name and Title]

Sample Final Reminder Letter

Hello Team,

As the United Way Campaign comes to a close, I wanted to send out one last message to encourage you to get involved. If you have already donated, **thank you!** Your commitment to improving our community sends the message that [COMPANY NAME] is a company that cares. We are grateful for you.

If you are still thinking about it – please keep this in mind:

United Way receives much of its funding from workplace campaigns like ours. Every dollar you give truly makes a difference. Each additional person that chooses to contribute to the campaign helps address critical needs in our community. Your support helps students achieve grade level reading, it helps families find stable food & shelter, it provides access to essential health programs, and it allows families to gain financial independence.

Thanks to the generosity of people like you, United Way is changing our community for the better. **Please help us finish our campaign strong by making a gift today!**

Thank you for everything you do!

[ECC Name and Title]

Sample CEO Thank You Letter

Dear [NAME],

Thank you for your support of [COMPANY NAME]'s campaign for United Way of Central Georgia. Together, over [\$XX,XXX] for our community and over [XX%] of employees participated in the campaign, surpassing our goal of [\$DOLLAR GOAL or XX%] – and it's because you made the decision to help. Central Georgia needs people who feel passionately about our community and are committed to improving lives of all of its residents and you have proven your commitment to this community with your generous donation.

When you give to United Way, you are tackling key social issues and making a difference in the quality of life we all enjoy by:

- Developing children and youth to their full potential
- Creating strong families and safe neighborhoods
- Supporting people rebuilding their lives

A better community starts with us, and I am proud that you made the decision to help.

Your generosity and community spirit are why [COMPANY NAME] continues to stand out as a leader in the Central Georgia area. Again, thank you for proving that one person can make a significant impact.

Sincerely,

[CEO]

P.S. Whether you were able to support the campaign financially, please remember that you can sign up to volunteer and receive United Way of Central Georgia's newsletter by visiting unitedwaycg.org/newsletters. It is a wonderful way to stay updated on what United Way is doing for Central Georgia and opportunities to volunteer.