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**Template 1: Campaign Kickoff Email**

Sender: Campaign Chair

Timing: Send on first day of campaign

**Subject: Make a difference! Support our United Way campaign today!**

Hi [FIRST NAME],

Today we’re kicking off our **2022 United Way of the Greater Triangle campaign**! In pursuit of their mission to eradicate poverty and increase social mobility, United Way of the Greater Triangle supports more than 100 of the most impactful nonprofits and community leaders in our region. Their work is only possible with community support and [COMPANY NAME] is thrilled to be a part of the change they’re making.

In fact, in 2021 support for their work came from 15,000 individual donors who each gave less than $300 on average. It’s because of that support that they were able to put $7.31 million back out into communities and impact people more than 1.4 million times.

Even though we can make such a big impact, there are still many people in the Triangle facing incredible challenges. We are still managing the COVID-19 pandemic, inflation is making essential goods and services unaffordable, and we’re dealing with an affordable housing crisis. These issues are challenging for all of us, but especially for the more than 200,000 people who are already living in poverty.

Thankfully, our partner United Way is here to help. They’re tackling both the immediate solutions that will help our neighbors now, as well as the root causes of poverty. This unique approach is the only way to end poverty for everyone in the Triangle.

**Will you be a hero for...**

* **The 176,831 people experiencing poverty in the Triangle**
* **The 1 in 6 children at risk of going hungry today**
* **The 152,831 households that are struggling to sustain unaffordable homes**

[COMPANY NAME] is proud to support United Way in addressing these critical needs. No matter where your personal passion lies—from affordable housing, to education, to healthcare, to healthy food—United Way is your place to make the biggest difference in the lives of our neighbors.

**Make a difference with your gift to United Way today!** Every gift stays right here in the Triangle.

[DONATE BUTTON]

Thank you,

[SENDER’S NAME]

P.S. Did you know United Way’s designated giving option lets you also give to your favorite nonprofits, all from one platform? They make giving easy.

Please do not forward this link. It contains your personal login information.

Have a question about giving online? Send an email to epledge@unitedwaytriangle.org for quick support.

**Template 2: Campaign Reminder Email**

Sender: Campaign Chair

Timing: Send at halfway point of campaign

**Subject: Don’t miss your chance to support!**

Good morning everyone,

I am so grateful to everyone who has already made an investment in our United Way campaign. Your gift will help change lives in our community! Today is the halfway point in our campaign and we have raised [$XXX] with participation from [%] of [COMPANY NAME] employees. Thank you!

If you haven’t joined us yet, it’s not too late to be a hero for our neighbors in need.

**No matter what cause you’re most passionate about, every gift makes a difference. Here’s the impact your gift may have:**

* $5 per week could help empower [young people like Ángela](https://www.unitedwaytriangle.org/hope-center-at-pullen-wake-county-nc-angela-quijada-banks/) to pursue her dreams after foster care.
* $10 per week can provide help ensure that people experiencing homelessness *and* recovering from COVID-19 [have nutritious meals](https://www.unitedwaytriangle.org/food-shuttles-band-together-stipend-supports-people-experiencing-homelessness-who-are-recovering-from-covid-19/) while they heal.
* $25 per week may help families like [John and Marion](https://youtu.be/pJd6jUoU3AY) purchase affordable homes that allow them to safely age in place.

Will you help us ensure that everyone in the Triangle has what they need to thrive? You’ve got time! Our campaign is open through [END DATE].

[DONATE BUTTON]

Thank you for your generosity.

Sincerely,

[SENDER’S NAME]

Please do not forward this link. It contains your personal login information.

Have a question about giving online? Send an email to epledge@unitedwaytriangle.org for quick support.

**Template 3: Final Campaign Reminder**

Sender: Campaign Chair

Timing: Send the day before campaign ends

**Subject: Help us hit our goal! Last chance!**

Hi [FIRST NAME],

Our 2022 United Way campaign ends tomorrow! [PERCENTAGE]% of our team has already participated! Can you help us reach [GOAL]%? *(OR—We’ve already raised $[AMOUNT] toward our goal of $[GOAL] – can you help us get there?)*

At [COMPANY NAME], we’re proud to partner with United Way. They have been serving our community for decades by tackling the greatest needs with a network of trusted partners. They don’t just support the nonprofits making the biggest impact in our communities. They’re also paying attention to what the data tells us about poverty and creating solutions that match, which includes anti-racist initiatives that empower individuals and families most oppressed by the conditions of poverty. Supporting their work leads to real, lasting, and local change.

**It’s only with the support of compassionate people like you that we can eliminate poverty in the Triangle. Please give today.**

[DONATE BUTTON]

Thank you,

[SENDER’S NAME]

Please do not forward this link. It contains your personal login information.

Have a question about giving online? Send an email to epledge@unitedwaytriangle.org for quick support.

**Template 4: Post-Campaign Thank You**

Sender: Campaign Chair

Timing: Send the day after campaign ends

**Subject: Thank you!**

Hi [FIRST NAME],

Let’s take a minute to celebrate an incredibly successful United Way campaign! We know that you share our values here at [COMPANY NAME], and you’ve really shown it through your support! Thank you.

I’m thrilled to report:

* [COMPANY NAME] employees gave $[DOLLARS PLEDGED] to United Way of the Greater Triangle
* [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way of the Greater Triangle
* [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way of the Greater Triangle
* [COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign

I am so proud to share these results, but more importantly, to think of the more than 200,000 people living in poverty who will benefit from your generosity. On behalf of everyone at [COMPANY NAME], thank you for your care and compassion in support of our community.

Sincerely,

[SIGNATURE]

P.S. To learn how your support is fueling United Way’s critical work in our community, [visit their website](https://www.unitedwaytriangle.org/), sign up to receive email updates, and follow along on social media at @uwtriangle.

**Template 5: CEO/Leadership Endorsement**

Sender: CEO or other leadership

Timing: Send after Campaign Kickoff Email is sent

**Subject: Fwd: [ORIGINAL CAMPAIGN KICKOFF EMAIL]**

Hi there,

I’m so proud to see this note from [CAMPAIGN COORDINATOR NAME] kicking off our 2022 United Way campaign.

Our United Way is committed to eradicating poverty for everyone in the Triangle. This work is important to me and it aligns with our values here at [COMPANY NAME].

No matter what area of need you feel compelled to support, giving through United Way will allow you to have the greatest possible impact. You can support critical and immediate needs like shelter, food, and healthcare, while also trusting that your investment is helping United Way change the broader systems that support local families long-term.

Investing in this important work is essential to ensuring that every Triangle resident can not only survive but thrive.

I’m thrilled that we’re supporting such a great cause and am grateful to our team for coordinating this campaign. Let’s see what we can accomplish together!

Thank you for considering making a donation – see below for more details!

[SIGNATURE]

**Template 6: CEO/Leadership Thank You**

Sender: CEO or other leadership

Timing: Send after Post-Campaign Thank You email is sent

**Subject: I am blown away! Thank you!**

I’m sending a quick note to say, "thank you!”

I am truly blown away by the results of this year’s United Way campaign. It means so much that so many of you here at [COMPANY NAME] made an investment in the future of our community.

I am so proud to work alongside caring, generous people like you. Thank you for living into our values and for showing your support.

Check out [CAMPAIGN COORDINATOR’S NAME]’s email to see all of our results from this year. Your support means the world to those in need!

Thanks again,

[SIGNATURE]

**Template 7: Leadership Donor Solicitation**

Timing: A few days after Campaign Kickoff Email

Sender: CEO or Campaign Chair who is a Leadership donor

**Subject: Your gift matters**

Dear [FIRST NAME],

Will you make a big impact in our community this year? Our 2022 United Way campaign is open and your Leadership gift of $1,000 or more could change everything for a family in need this year.

I personally support United Way because they’ve proven to be a trusted local nonprofit whose work will make an immediate impact on poverty while also changing the systems that keep people in poverty. Our United Way is a valuable partner to everyone here at [COMPANY NAME], and they have been serving our community for decades.

**Your Leadership gift can make a huge impact. Here are a few examples:**

* **$39 per paycheck** ($1,000 gift) could provide nutritious meals for 4,493 people experiencing food insecurity.
* **$192 per paycheck** ($5,000 gift) could provide a safe and affordable home for 125 families.
* **$385 per paycheck** ($10,000 gift) could help 141 young people earn the education and credentials for college or a career.
* **$962 per paycheck** ($25,000 gift) could help 729 children and adults move beyond traumatic stress thanks to treatment and improved environments.

In addition to your impact, joining United Way’s Leadership Donor Society also comes with the added benefits of exclusive events and networking opportunities for like-minded philanthropists, like you.

Will you join me as a Leadership Donor today?

Sincerely,

[SIGNATURE]

**Template 8: Leadership Donor Thank You**

Timing: After Post-Campaign Thank You email

Sender: CEO or Campaign Chair

**Subject: Thank you, Leadership Donors!**

Dear [FIRST NAME],

Thank you for your very generous support of our 2022 United Way campaign! With your Leadership gift, [COMPANY NAME] raised a total of $[DOLLARS] this year. We're making an even greater impact because you stepped up. Thank you for your generosity.

Across the Triangle, Leadership Donors – like you – are leading the way to eradicating poverty in our communities. Thanks to your generosity, United Way of the Greater Triangle will be able to provide those essential services that people need in times of crisis, while advancing racial equity and improving the broader systems that serve our children and families.

It is an honor to work with people as caring and generous as you! Thank you.

[SIGNATURE]

**Template 9: Campaign Committee Recruitment**

Timing: Send when planning for campaign begins

Sender: Campaign Chair

**Subject: Will you join our United Way committee?**

Dear [FIRST NAME],

We are planning for our 2022 United Way campaign and I would be thrilled if you would serve on our campaign steering committee. We’re looking for dedicated, energetic people like you to help us spread the word and make this a successful campaign.

As a member of the campaign committee, you will play a key role in educating, energizing, and inspiring action among our employees. You will help plan and implement our campaign strategy, as well as organize fun and educational events that engage our co-workers.

Serving on our committee is also a fantastic way to grow your relationships with our colleagues and refine your leadership skills, while learning more about the needs of our community.

Most importantly, your service will further United Way’s mission in our community: ending poverty for every person.

Will you help us host a successful campaign and help [COMPANY NAME] have a big impact in the Triangle?

Sincerely,

[CEO, Campaign Chair or Coordinator]