

SAMPLE COMMUNICATIONS

Sharing United Way's message just got easier! These emails can be used as is, or be adjusted to fit your needs.

KICKOFF MESSAGE FROM ECC

Subject: We need your help to stand UNITED as a community!

Please mark your calendars for [DATE] – our official United Way of Clark, Champaign & Madison Counties 2021 Campaign Kickoff! This year will look a little different as we do our best to keep everyone safe and socially distanced to help stop the spread of COVID-19.

As many of you may know, this campaign is a chance to improve the lives of everyone who calls our community "Home". During the next few weeks, you will learn how United Way leads the fight for the health, education, basic needs and financial stability of everyone in our region. How in March, United Way established the Clark Champaign Madison COVID-19 Community Fund to provide local agencies with necessary funding for food access, rent and utilities assistance and housing/shelter basic needs. United Way has witnessed an exponential increase in need across our community during this time.

This season, we hope to raise even more money than last year, [\$], to fill this need. Please join me in showing our community how [COMPANY] works together to Unite Our Community!

Sincerely,
{ECC'S NAME}

MESSAGE OF SUPPORT FROM CEO

Subject: Communities UNITED!

United Way funded programs need your support! Remember that even just \$1 a pay for a year can provide over 5,000 pounds of food through our local food bank to families in need. I choose to support United Way because I know that every dollar I give is making the biggest possible impact on local people. United Way has been a trusted organization in the Clark, Champaign and Madison Counties for generations. It is up to us to continue to care for our community long into the future.

Thank you,
{ECC'S NAME}

MESSAGE OF SUPPORT FROM CEO

Subject: We care about our community!

Did you know that United Way has been a leader in funding human service program in our community for 100 years? Did you know that volunteers distribute the money raised by United Way? Or that local partner programs must meet strict criteria for funding.

Last year, employees at [COMPANY] raised [\$] to strengthen our region through United Way. The gifts made here at [COMPANY] helped thousands of local people, including feeding the hungry, educating children of all ages, sheltering the homeless and providing meals to the elderly. In March, these non-profits, like thousands of people in our community, were greatly affected by the COVID-19 crisis. While remaining on the frontlines to serve the surging need in our community, these non-profits also took a huge financial hit. In order to remain open, and continue to strengthen our community for future generations, they need our support now, more than ever.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way, and [COMPANY] offers you the ease of payroll deduction to donate.

Please take time to learn more about how United Way is making our community a better place to live and consider joining me and many other employees who pledge a gift.

Sincerely,
{CEO'S NAME}