# 2024 Campaign Email Templates (for ECMs not using ePledge)

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# How to Use Templates

# Keep your United Way campaign top of mind for your employees! Consider using these suggested emails to craft your own communication plan.

# Work with your Loaned Executive to determine the best timeline for sending emails and direction for how to make a gift.

* Consider linking to videos [**available here**](https://www.unitedwaydanecounty.org/company-campaign-tools/) and including images [**available here**](https://www.unitedwaydanecounty.org/comms/).

# Pre-Kickoff/Welcome Message

Subject Line: United Way Supports Dane County Families! Join Us.

[Salutation],

United Way of Dane County brings our community together to address big-picture issues no one person or organization can solve alone. **But we couldn’t do this important work without you!**

We know that the well-being of our children and families directly impacts the overall health of our community. In short, family well-being equals community well-being! And we have a plan to help more families get what they need to lead healthy, thriving and secure lives. **Will you join us?**

Mark your calendars for the start of [Company Name]’s United Way charitable giving campaign on [Campaign Start Date].

**Together, we are The Power of Caring. Working for All.**

# Kickoff Email

Subject Line: Invest in our Community through United Way!

[Salutation,]

**Today marks the start of [Company Name’s] 2024 United Way Campaign! And we’re calling on each and every neighbor to come together and contribute to addressing Dane County’s greatest needs.**

United Way of Dane County’s Plan for Community Well-Being – a plan built with our community, for our community – focuses on increasing individual and family well-being so that everyone in Dane County can lead healthy, happy and secure lives, making our entire community stronger and better positioned to thrive.

**We know there are hundreds of great programs and nonprofits doing important work in our community. But we’re so much better together!** United Way is the unifying force that mobilizes the caring power of Dane County to amplify impact and make real change for our neighbors.

Together, we are **The Power of Caring. Working for All.** And we invite you to be a part of the change. Please donate today. [Add how to make a gift]

[Closing],

# Early Campaign Email

Subject Line: United Way Has a Clear Vision for a Brighter Future.

[Salutation],

**Imagine a future where families are healthy and strong, where all children can learn and succeed and where everyone’s needs are met. At United Way of Dane County, that’s the future we intend to build through our Plan for Community Well-Being.**

This plan for a brighter future supports solutions proven to make a lasting community impact in the areas of:

* **Youth Opportunity** – helping young people realize their full potential.
* **Financial Security** – building financial stability and strength.
* **Healthy Community** – improving health and well-being for all.
* **Community Resiliency** – addressing urgent needs today and advancing a better tomorrow.

By working collaboratively with our network of local nonprofits, businesses, community leaders, donors, volunteers and families we’re addressing big-picture issues that no one individual or organization can solve alone.

**Together, we can inspire the power of one person willing to positively impact the life of another through The Power of Caring. Working for All.**

Do we have your support? Please donate today! [Add how to make a gift]

[Closing],

# Midterm Email (1)

Subject Line: United Way is Your Way to Make a Difference. Donate Today.

[Salutation],

While Dane County remains a top place to live, raise a family and retire, that’s not the case for many of our neighbors. In fact:

* **10.8% (59,000+) of Dane County lives in poverty** – that would fill ¾ of the seats at Camp Randall.
* **8.9% (nearly 3,000) children under the age of five are experiencing poverty** – that would fill 872 red wagons.
* **And only 42.6% of third grade students are reading at grade level** – which would fill 46 school buses with kids who are struggling to keep up with their classmates.

We want to make sure you have a chance to help address Dane County’s greatest needs. Your gift, combined with the generosity of your colleagues, directly impacts access, opportunity and the systemic changes that need to happen for local families – and our entire community – to thrive.

Join us as we bring our community together to create a Dane County where all can succeed in school, work and life.[Add how to make a gift]

**That is The Power of Caring. Working for All.**

Thank you.

[Closing],

# Midterm Email (2)

Subject Line: Amplify Your Impact with United Way!

[Salutation],

We know there are a lot of great programs and services in Dane County worthy of your support. But we’re better together!

**Did you know that for every dollar donated through United Way, the return is more than six times in total community impact?** When your donated dollar goes through us, our volunteers are enabled to find six more dollars through a network of caring connection – enabling us to address big-picture issues that no one person or organization can solve alone.

**Where you see more generosity unleashed for the common good, you’ll see United Way.**

United Way is uniquely positioned to coordinate efforts across the community. And we’re calling on you to join us! **Together, we are The Power of Caring. Working for All. Give today – and see your dollars go further.** [Add how to make a gift]

[Closing],

# Last Chance Email

Subject Line: United Way Needs YOU to Create Real Change in Dane County.

[Salutation],

At United Way of Dane County, we believe that our community’s greatest resource is our people – and it is our goal to empower every neighbor as they work to achieve their full potential. **That’s where you come in.**

Your generosity could help a child get tutoring, putting them on the path to graduate. It could help local parents receive job skills training to secure employment with a family-sustaining wage. You could even play a crucial role in helping a family move into stable housing, so they can begin to build towards a brighter future. **When families are strong, our whole community is strong.**

No matter the size, every gift makes an impact. Every dollar goes toward real solutions that address our toughest issues in the areas of youth opportunity, financial security, healthy community and community resiliency.

**Pledge your support today. Be a part of The Power of Caring. Working for All.** [Add how to make a gift]

[Closing],