# United Way Niagara Toolkit Email Templates

## Pre-Campaign Email Template

**Subject:** Get ready to show your local love!

Dear [FIRST NAME],

Our annual Workplace Campaign to support United Way Niagara kicks off in [# days/weeks]! Last year, we helped nearly 123,000 individuals in our community who experienced poverty, food insecurity, mental illness, crisis and homelessness. I’m proud to be this year’s Campaign Lead for our team and I’m excited to make it an incredible experience for all of us. During our campaign, we have [SPECIAL EVENTS/ACTIVITIES] planned to help you raise funds for your community and connect with friends and colleagues. Our Workplace Campaign officially kicks off on [date], but if you would like to make your donation early, please click the Donate link below: [DONATE LINK OR PLEDGE FORM].

We’re excited to kick off [COMPANY NAME’S] campaign during [PLANNED ACTIVITY] on [DATE] at [TIME]. We hope to see you there!

We know we can count on you to continue to change and impact local lives. United together, this community can accomplish more than any one individual.

Thank you,

Your 2022 United Way Campaign Committee

## Campaign Kick-off Email Template

**Subject line:** Our United Way campaign kicks off today!

Dear [FIRST NAME],

Our annual Workplace Campaign to support United Way Niagara is here! Get ready to break down barriers, improve lives, and create opportunities for people in Niagara all the while having fun. Please join us today for our [PLANNED ACTIVITY] campaign kick-off at [TIME] [LOCATION].

Last year, we helped nearly 123,000 individuals in our community who experienced poverty, food insecurity, mental illness, crisis and homelessness. As the effects of the pandemic continue, individuals and families need help now more than ever. Social service agencies across the region are seeing a 30% increase in first-time clients – people who have never accessed their services before. United Way works closely with agencies and programs to meet immediate needs and help the growing number of individuals living in poverty and on the edge of poverty.

You can help by participating in our Workplace Campaign. Giving is easiest through payroll deduction. You can pledge to have any amount deducted from your pay starting in January.

We have special incentives in place if you show your support by [INSERT DATE]:

[INSERT SPECIAL INCENTIVES DETAILS]

Pledge today to make a difference - your local love can continue to impact local lives.

Thank you,

Your 2022 United Way Campaign Committee

## Mid Campaign Reminder Email Template

**Subject line:** It’s not too late! You can still make a difference.

Dear [FIRST NAME],

We’re halfway through our United Way campaign, and I want to thank everyone who has already chosen to donate and help our community thrive!

United Way Niagara works with local agency partners, government, stakeholders and community members like you to support the most vulnerable people across our region. When you support United Way, you make big things happen:

* You give kids the tools they need to achieve success.
* You ensure those facing mental health challenges get the help they need, when they need it.
* You make sure seniors stay connected, safe, and healthy.

I hope you’ll consider giving if you haven’t already!

Donate now by pledging gifts through your payroll, monthly credit card donations, or by making a one-time gift.

[DONATE LINK OR PLEDGE FORM].

Sincerely,

Your 2022 United Way Campaign Committee

## Last Day to Pledge Email Template

**Subject line:** Only 24 hours to go! Can we count on your support?

Dear [FIRST NAME],

Tomorrow is the final day of our United Way Niagara annual giving campaign.

[NUMBER OF DONORS] of our colleagues have added their name to the list of [COMPANY NAME] employees who care deeply about our community. I feel truly humbled to work with so many kind and generous people.

For anyone who still wants to participate in our campaign, time is running out! This is your last chance! Every additional person that chooses to give will help lift up the most vulnerable people here in [COMMUNITY NAME].

If you haven’t already given, please make your pledge today. [DONATE LINK OR PLEDGE FORM].

Thank you for everything you do to change lives in our community!

Sincerely,

Your 2022 United Way Campaign Committee

P.S. Please remember to submit your United Way pledge form.

## Close and Thank You Email Template

**Subject line:** I am so proud of what we accomplished!

Dear [FIRST NAME],

I must admit, I had to do a double take when I saw the final numbers for this year’s United Way Niagara campaign.

You truly went above and beyond to show your support for our community. I’m so proud to work with such a caring and thoughtful group of professionals. Thank you all for your incredible support!

Without further ado, I’m thrilled to announce: [INSERT AMOUNT RAISED]

* [COMPANY NAME] employees gave $[DOLLARS PLEDGED] to United Way Niagara
* [PARTICIPATION RATE]% of [COMPANY NAME] employees gave to United Way Niagara
* [NUMBER OF DONORS] of [COMPANY NAME] employees gave United Way Niagara

Today, I’m pleased to recognize your efforts on behalf of the thousands of people in Niagara - families, children, neighbours, and friends—whose lives will improve because of you.

Thank you for participating in this important campaign and showing your local love.

Sincerely,

Your 2022 United Way Campaign Committee