

United Way Niagara Toolkit Email Templates

Pre-Campaign Email Template

Subject: Get ready to show your support for our local community!

Dear [FIRST NAME],

Our annual Workplace Campaign to support United Way Niagara kicks off in [# days/weeks]! Last year, thanks to our support, United Way helped over 175,000 individuals in our community experiencing poverty, food insecurity, mental health challenges 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 us 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](#) or submit the attached 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 hope we can count on you to continue to break down barriers and open doors for people in Niagara. United together, this community can accomplish more than any one individual.

Thank you,

Your 2023 United Way Campaign Committee

Campaign Kick-off Email Template

Subject line: Our 2023 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 open doors for people in Niagara all the while having fun. Please join us today for our [PLANNED ACTIVITY] campaign kick-off at [TIME] [LOCATION].

Behind thousands of doors in Niagara, people are struggling with challenges that can be difficult to see from the outside. We may not be aware that our neighbours haven't been able to pay their rent in two months, or that the single mom down the street skips meals regularly so that her kids can have enough to eat. With the rising cost of food and housing over the last couple of years, individuals and families need our help now

more than ever. Social service agencies across the region are seeing a dramatic increase in first-time clients – people who have never accessed their services before.

United Way Niagara exists to support the most vulnerable people, when and where they need it, by investing in life-changing programs that strengthen the social safety net. 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.

This year I am thrilled to share there are two ways to make your gift go even further! For any current United Way donor who increases their gift by 10%, the Heddle Shipyards 10% Challenge will match your increase! There is also a New Donor Match, sponsored by MNP, that will match the gift of any first-time donors.

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

Pledge today to make a difference – together we can be the key to open doors and turn barriers into opportunities.

Thank you,

Your 2023 United Way Campaign Committee

Mid Campaign Reminder Email Template

Subject line: There's still time to change lives! Join the campaign today.

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 fund over 140 programs at local agencies throughout Niagara - programs that break down barriers and open doors for some of the most vulnerable people across our region. When you support United Way, you make big things happen:

- Ensuring children and families have access to healthy food when they need it most;
- Ensuring in-person counselling and crisis support services are available when needed;
- Ensuring emergency shelter spaces are available for individuals experiencing homelessness
- Ensuring community members stay connected and healthy.

Don't forget about the MNP New Donor Match and the Heddle Shipyards 10% Challenge. These matches will ensure your gift will go even further, making an even bigger difference for families and individuals in Niagara.

Please consider giving if you haven't already!

Donate now by pledging a gift that is meaningful to you through payroll, a monthly credit card donation, or by making a one-time gift. Please click the [Donate link](#) or submit the attached pledge form.

[DONATE LINK OR PLEDGE FORM].

Sincerely,

Your 2023 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 pledged to change local lives by making a gift that is meaningful to them. I feel truly humbled to work with so many 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 Niagara.

If you haven't already given, please make your pledge today by clicking the [donation link](#) or submitting the attached pledge form. [DONATE LINK OR PLEDGE FORM].

Thank you for everything you are doing to open doors for the most vulnerable families and individuals in our community!

Sincerely,

Your 2023 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],

THANK YOU for joining [Company Name]'s United Way campaign and choosing to make a difference for families and individuals in our community who are facing unprecedented challenges. Your support will strengthen the social safety net as a whole, providing access to nutritious food, safe housing, stable income and crucial social connections.

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 our campaign total: [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] [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 being the key that turns barriers into opportunities.

Sincerely,

Your 2023 United Way Campaign Committee