

Promoting Your Campaign Electronically

Why is promoting the campaign important?

- It can build awareness about the work of United Way.
- It improves attendance at campaign events.
- It allows everyone the opportunity to give.
- It can be a morale builder by bringing employees together to support a cause.

Sample Email Messages To All Staff

Announce the Campaign

Subject: United Way Campaign

Mark your calendars! Our United Way campaign begins [date]. As Employee Campaign Coordinator, I look forward to the many fun and interesting activities we have planned. The United Way campaign is our opportunity to extend a hand and help people in our community. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

Announce the Campaign Kick Off

Subject: United Way Campaign Kick Off Today

Join the LIVE UNITED movement! Today is our United Way campaign kickoff. Everyone is invited to take part in a (ice cream social, potluck lunch, etc.) today in the [location] at [time]. Listen to stories about how United Way works to advance the common good in our community. [Special guest speaker] This is our opportunity to Give, Advocate and Volunteer.

Updates on Campaign Progress

Subject: United Way Campaign Progress Update

Congratulations [organization] employees! We've reached % of our goal. Last week's [special event] was a great success thanks to your participation and [highlight from event]. LIVE UNITED is our opportunity to Give, Advocate and Volunteer. Please turn in your pledge cards by [date], so that we can achieve our final goal of [amount]. I'm proud to be part of this exciting effort to improve the quality of life in our community. Stop by and say hello; I'd be happy to answer any questions you have about giving to United Way.

Explain How United Way Helps

Subject: We Make a Difference with our Gift to United Way. Every dollar you give helps by:

- Reducing low-income families' dependence on food banks and shelters
- Improving school performance and problem solving with children and youth
- Assisting women in accessing prenatal care
- Providing older adults with the resources to remain in their own homes and much more!

LIVE UNITED is our opportunity to Give, Advocate and Volunteer.

Need More Information on what your donation to United Way does?

Subject: Where your donation to United Way really goes

United Way funds 65 programs that help people year round. Want to know more about what your donation to United Way really does? Looking to volunteer? Check out United Way's website at www.liveunitedbr.org. LIVE UNITED is our opportunity to Give, Advocate and Volunteer.

Use company newsletter or intranet site to:

- Provide a link to United Way Blackhawk Region's site.
- Post or send daily messages about United Way during the campaign that are educational and informative.
- Share the United Way campaign video.
- Post the schedule or calendar of campaign events.
- Feature employees who have benefited from services from United Way or one of its partner agencies.
- Solicit and publish quotes from contributors or volunteers: "Why do you give/volunteer?" or "How do you Live United?"
- List United Way's partner agencies, programs and initiatives.
- Post messages from labor leaders, management, or anyone else with strong United Way ties, connections, or convictions.



LiveUnitedBR.org

United Way
Blackhawk Region

