

# SAMPLE COMMUNICATIONS



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

## KICKOFF MESSAGE

**Subject: In Our Community, Everyone Deserves the Opportunity to Thrive.**

United Way of Clark, Champaign & Madison Counties believes everyone who lives and works in our community deserves the opportunity to thrive.

United as a team, I believe we can overcome any obstacle. That's why I'm inviting you to join me in **Leading the Way Toward Positive Change in Our Community**. This is more than a campaign – it is a call to action for us at [company name] to advance solutions to real problems facing people in the communities where we live and work.

Together, we can advance health, youth opportunity, financial security and strengthen overall community resilience to build a future where everyone can reach their full potential. We're counting on generous people like you and your teammates to help improve lives in our community.

Last year, with our support, United Way of Clark, Champaign & Madison Counties raised more than **\$651,304** that will be invested in vital nonprofit programs in our community. This year, with your help, I know that we can do even more.

Thank you,  
[CEO or Employer Coordinator Name]

## THANK YOU MESSAGE

**Subject: Thank You for Leading the Way**

I am writing to express my sincere gratitude for your participation in our United Way of Clark, Champaign & Madison Counties Campaign.

I am thrilled to report that our company raised a total of **\$(dollars pledged)**. This is an incredible accomplishment, and is a testament to the generosity of our employees.

[Company name] employees gave at a rate of [participation rate%]. This means that [number of donors] of our employees donated.

I am so proud of the work that we have done together. Your support will help make a real difference in the lives of families, children, neighbors and friends. Thank you again for your generosity. I am grateful for your support of our community-building efforts.

Sincerely,  
[CEO'S NAME]

## MESSAGE OF SUPPORT FROM CEO

**Subject: Time Is Running Out to Lead the Way**

Our community is facing a number of urgent challenges, including homelessness and food insecurity. United Way addresses these issues through strategic agency allocations. Now more than ever, we need to unite our efforts and work together to create lasting change.

I invite you to join us in **Leading the Way Toward Positive Change** by supporting the health, education and economic stability of our community members. Last year alone, we were able to positively impact the lives of **80,000** people.

Together, we can tackle the most pressing issues facing our community. From hunger relief to disaster recovery, United Way offers a comprehensive approach.

We are counting on the generosity of people like you to build a brighter future for everyone.

Sincerely,  
[CEO'S NAME]

## MESSAGE OF SUPPORT FROM ECC

**Subject: For the Price of Two Lattes a Month...**

"What difference does my contribution make?" This is one of the most common questions employees ask about United Way.

You might be surprised at how much an affordable weekly gift can accomplish when it's invested in the most effective and efficient programs in our community.

\* **\$1.00 a week:** For the price of a pack of gum, you could provide a year's worth of free age-appropriate books for 2 children through Dolly Parton's Imagination Library.

\* **\$5.00 a week:** A stop at your local coffee shop could provide generic medications for 65 individuals.

\* **\$10.00 a week:** The cost of a car wash could provide 100 senior citizens with hot noon meals for a week.

As you can see, even a small investment through United Way of Clark, Champaign & Madison Counties goes a long way toward giving individuals and families a hand up. I hope you'll join me in giving at a level that's right for you.

Thank you,  
[ECC'S NAME]



United Way of Clark,  
Champaign & Madison Counties

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