



United Way of the
Ocoee Region

Campaign Email Templates

These email templates serve as examples for digital communication about your United Way campaign but are customizable to fit your organization. We suggest pairing these emails with video links or other materials provided by your United Way to highlight local impact.

Campaign Announcement from CEO

To: (All Employees)
From: (CEO or Executive Chairman)
Date: (At or around date of kickoff)
Subject: United Way Campaign Kick-Off on **[Date]**



I am excited to announce that we will be kicking off our annual United Way of the Ocoee Region workplace campaign on **[Date]**. **[Company]** proudly supports United Way Ocoee and its work to improve the lives of all community members.

In these unprecedented times, many are less fortunate and must seek charitable assistance for the very first time. Your financial gifts go directly into the communities where you live, work and play. United Way commitment throughout the Ocoee Region addresses inequities in the areas of health, education and economic opportunity. **When none are ignored, all will thrive.**

You can learn more about United Way's network of nonprofits and new goals for our community at www.unitedwayoccoee.org.

Thank you in advance for your commitment to this year's campaign. I look forward to seeing you at the kick-off event where you will learn more how you can volunteer and get involved in helping our community thrive.

If you have questions about the campaign, please contact **[Impact Coordinator name, phone number, and email address]**.

Sincerely,

[CEO Name]

1 week before kick-off (with event)

To: (All Staff)
From (ECC)
Date: (1 week before campaign kick-off event)
Subject: United Way Campaign Kick-Off on **[Date]**



Please join us as we kick-off the annual United Way of the Ocoee Region's campaign on **[Date and Time]**. **We are planning:**

[Insert some of the event highlights here]

- X
- X
- X

We have a participation goal of XX% of employees helping to make a difference for causes that you care about.

You can learn more about United Way Ocoee and their goals for our community at www.unitedwayoccoee.org.

See you at the campaign kick-off!

Sincerely,

[Impact Coordinator name/contact info]

1 day before kick-off (with event)

To: (All Staff)

From (ECC)

Date: (1 day before kick-off event)

Subject: United Way Campaign Kick-Off is Tomorrow!



United Way of the
Ocoee Region

Join us tomorrow at **[Time]** in **[Location]** for our United Way of the Ocoee Region campaign kick-off!

Our lives have changed in various ways over the last year. We are still in unprecedented times and many individuals and families are struggling to address basic needs.

We recognize that you are busy and have deadlines to meet, however, we are asking you to take time to make a difference in our community through your support of our campaign.

We are encouraging 100% employee participation for this year's campaign. Even a small donation can create a tremendous impact in our community. **When none are ignored, all will thrive.**

See you tomorrow!

Sincerely,

[Impact Coordinator name/contact info]

1 day before kick-off (no event)

To: (All Staff)
From (ECC)
Date: (1 day before kick-off event)
Subject: The United Way Campaign Starts Tomorrow!



United Way of the
Ocoee Region

In these unprecedented times, many are less fortunate and must seek charitable assistance for the very first time. Your financial gifts go directly back into the communities where you live, work and play. United Way's commitment throughout Ocoee Region addresses inequities in the areas of health, education and economic opportunity.

Our United Way campaign starts tomorrow! Join us!

Our Campaign Donation Goal:

\$_____

Our Employee Participation Goal:

100%

Deadline: **[DATE]**

We are hopeful that everyone who participated in last year's campaign will consider giving just 10% more this year. If you did not participate last year, please consider donating this year. You should have recently received an email with your login information and helpful instructions on how to give.

Thank you for considering increasing your investment in our communities. **When none are ignored, all will thrive.**

Sincerely,

[Impact Coordinator name/contact info]

1 Day After Kick-off (with event)

To: (All Staff)
From (ECC)
Date: (1 day after Kick-off Event)
Subject: We're Off to a Great Start



We're off to a great start!

**Pledge count from yesterday's United Way campaign kick-off: \$ _____
pledged by _____ employees!**

If you already made your pledge, thank you. If you haven't made your pledge yet, please make your donation TODAY!

Remember:

- To have your contribution included in our United Way Ocoee campaign, pledge forms must be turned in to **[Location]** by close of business on **[Date]**.
- **[Company]** is offering a matching donation of \$____ for every dollar you give.
- Every employee who increases their pay period deduction by \$5 over last year's deduction will be entered into a drawing to win **[Prize]**.

If you have any questions about this year's campaign, I can provide you with additional information.

Thank you again for your support!

Best,

[Impact Coordinator name/contact info]

Half-way between kick off and pledge period closing

To: (All Staff)
From (ECC)
Date: (Halfway between kick-off and period closing)
Subject: United Way Campaign Update



Our United Way Ocoee workplace campaign is well underway.

Dollars Pledged: \$ _____
Employees Participating: _____
Remaining to Reach Goal: \$ _____
Deadline: _____

Thank you to all who have made their pledges. We are encouraging 100% participation in this year's campaign.

Have you made your pledge yet?

In these unprecedented times, so many are less fortunate and seeking charitable assistance for the first time. Your gracious gifts go directly into the community we serve.

A little bit goes a long way. Please login to participate and submit your donation by **[Date]**.

If you have any questions, please don't hesitate to contact me.

Thank you,

[Impact Coordinator name/contact info]

Second to Last Day of Pledge Period

To: (All Staff)
From (ECC)
Date: (Day before last day of pledge period)
Subject: Time Is Running Out!



Our United Way Campaign ends tomorrow, on **[Date]**!

Here are our results so far...

Dollars Pledged: \$_____
% of Employees Participating: _____
Remaining to Reach Goal: \$_____

If you've been waiting to make your pledge when it counts the most ... that time is right NOW! There's just one day left to make your pledge.

Thank you for supporting our community through our United Way workplace campaign. We appreciate your generous support through your contribution.
When none are ignored, all will thrive.

Best,

[Impact Coordinator name/contact info]

Last Day of Pledge Period

To: (All Staff)

From (ECC)

Date: (Last Day of Pledge Period)

Subject: Last Day to Donate to the United Way Campaign



**United Way of the
Ocoee Region**

If you have already donated to the United Way campaign, thank you! If you haven't turned in your pledge form yet, please do so today.

In these unprecedented times, many are less fortunate and must seek charitable assistance for the very first time. Your financial gifts go directly to the communities where you live, work and play. United Way's commitment throughout the Ocoee Region addresses inequities in the areas of health, education and economic opportunity. When none are ignored, all will thrive.

We're so close to reaching our goal of \$ _____. Please help us to make this the most successful campaign yet. Help us to change lives with United Way of the Ocoee Region!

Thank you for your support and for all that you are doing to make our community better every day.

Best,

[Impact Coordinator name/contact info]

Thank You from CEO

To: (All Staff)

From (CEO)

Date: (One Day to One Week after Pledge Period Ends)

Subject: Thank You for Your Support



United Way of the
Ocoee Region

Thank you so much for participating in the United Way campaign. This year, (___%) of our employees donated, for a workplace total of (\$___).

Your efforts are appreciated, and I want you to know how proud I am to see us come together as a company to help our community in these unprecedented times of need. I particularly would like to thank the volunteers whose efforts ensured the campaign's success. We couldn't have done this without you!

In the months ahead, you will have opportunities to volunteer with United Way and continue to be involved in our community. Please visit www.unitedwayocee.org to learn about the ways **YOU** can make a difference.

Once again, thank you for your support!

Sincerely,

[CEO Name]