**United Way Email Campaign**

**10 Day/2 Weeks**

**Instructions:**

*Thank you for running a United Way campaign this year. Please use the following emails to educate your employees and/or colleagues about United Way of Greater Milwaukee & Waukesha County and encourage them to be involved in your company’s United Way campaign this year.*

*We suggest communicating campaign dates, activities and additional logistics prior to these emails or at the bottom of your signature so your team is aware of the campaign and how they can participate. These emails are a tool to help encourage participation, but work best in tandem with other campaign best practices.*

*Please note: some of these emails contain links to YouTube and/or the UnitedWayGMWC.org website. If your company blocks either of these sites, the links will not work for your employees.*

**How to use the email-a-day campaign:**

1. Copy and paste the “Email Subject” into the subject line of a new email
2. Copy and paste the text below the “Email Subject” into the body of this new email
3. Fill in the highlighted field(s) in the body of the email
4. Insert your company’s “Donation Instructions” in the highlighted field at the bottom of the email
5. Send to all employees
6. Repeat each day of your campaign

For questions or concerns, please contact your United Way Loaned Executive.

**Day 1**

EMAIL SUBJECT: Change doesn’t happen alone.

It’s simple: a gift to United Way’s Community Fund is the single most powerful way to make a difference in our community.

Your gift to United Way’s Community Fund through Company X’s workplace campaign ensures that your donation is invested where the need is greatest. Donations are monitored to ensure programs are effective, meet current community needs, and are financially stable and sustainable.

Together, we’re fighting for a future that will benefit us all. Here are just some of the ways your gifts to United Way have created lasting change:

* **More community members have access to resources to meet their basic needs.** Since 2009, more than 400,000 struggling community members received food, transportation, legal, and housing support through United Way-funded programs.
* **Kids have more books they can call their own.** Since 2015, over 229,000 books have been distributed to children through United Way’s My Very Own Library and Build My Bookshelf programs.
* **Families facing economic challenges have maximized their tax returns.** Last year, 14,987 tax returns were filed under the United Way-funded Volunteer Income Tax Assistance program and $6,950, 917 dollars were returned to local families.

[Click here to watch a two minute video that explains why United Way partners are more than just fund-raisers.](https://www.youtube.com/watch?v=926yozmjyv0)

Because alone we can do a lot. United, we can change the world.

Over the next few days, I will share incredible success stories of community members who benefit from our donations to United Way.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 2**

EMAIL SUBJECT: For Ani, the sky’s the limit.

When you give to United Way of Greater Milwaukee & Waukesha County, you support local programs that help families not only survive…but thrive.

Three-year-old Ani is a typical kid: she loves *Frozen,* jumping on the trampoline, and playing with her big sister. But Ani’s life is not always easy.

As a newborn, Ani was diagnosed with Treacher-Collins Syndrome. This included hearing loss, underdeveloped facial bones, and difficulty swallowing.

Ani’s mom Michelle knew she needed extra support and was referred to HEAR Wisconsin, a United Way-funded program partner.

“If it wasn’t for HEAR Wisconsin, I would have been lost,” recalls Michelle.

HEAR Wisconsin pulled together a multi-disciplinary team of therapists to work with Ani and coached Michelle on strategies she could use to help Ani at home.

Because some of the deaf and hard-of-hearing services they provide are considered “educational,” they are not covered by insurance. **United Way funding helps HEAR Wisconsin provide early intervention services to families that are unable to afford them.**

“We are never going to let a family go without the services they need because they cannot pay,” said Chris Kometer, program director at HEAR Wisconsin. “United Way funding is crucial in allowing us to help children like Ani.”

Now a happy kindergartener, Ani is on the cusp of catching up to her peers in language skills and is able to chew and swallow foods.

“Ani makes me a better parent,” said Michelle. “I’m excited about the future.”

Your gift to United Way’s Community Fund helps kids like Ani reach their fullest potential. [Click here to see pictures of Ani and read her full story.](https://www.unitedwaygmwc.org/Stories/Ani) **Thank you for joining me in making our community stronger and for helping kids like Ani succeed.**

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 3**

EMAIL SUBJECT: UW helps seniors stay healthy and active…

Your gift to United Way ensures people of all ages have access to healthy and fun opportunities to socialize, including people like Ramona.

Ramona felt lost. Though she had lived in Milwaukee for several decades after moving from Puerto Rico, she didn’t have many opportunities to get out of the house and socialize. This isolation led to feelings of depression, anxiety, and panic attacks.

Then a friend told her about the senior programs at United Community Center and Ramona jumped at the chance to join in.

United Community Center’s Senior Center offers interactive programs for seniors that foster socialization and independence. United Way funding supports these programs that are critical to the health of seniors.

Ramona soon found her niche with the sewing club, a group of women who meet at the senior center daily to work on fun projects.

“I love being around the other girls,” said Ramona. “We dance around the room, celebrate each other’s sewing, and they cheer me up when I’m feeling down.”

Ramona goes to the senior center every day. In addition to sewing club, Ramona takes Zumba classes and participates in intergenerational activities with students from UCC’s Bruce-Guadalupe Community School.

Says Ramona with a huge smile: “The UCC Senior Center brought me back to life!”

Even $1 per pay period can make a difference in the lives of people like Ramona. See how your gift can make a difference by [checking out United Way's Impact Calculator.](https://www.unitedwaygmwc.org/Impact-Calculator)

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 4**

EMAIL SUBJECT: There’s no place like (a safe, stable) home…

Having a place to call home is the foundation of a healthy and successful life. It’s the answer to the most basic questions, “Where do you live? Where do you go to school?” Yet many families in our community struggle to keep their homes.

It is estimated that more than 5,800 students across Milwaukee, Ozaukee, Washington, and Waukesha counties experience homelessness.

When local families suffer, we all feel the effects.

Your past support has helped United Way provide resources like emergency food and shelter to families in crisis. Now, it’s time to get ahead of the issue; supporting families before they are forced out of their homes.

United Way and community partners have set a goal: end family homelessness in our community by 2025.

Even $1 per pay period can make a difference in ending family homelessness.

Join me in making a gift to United Way and, together, we can ensure that every family in our community has a place to call home.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 5**

EMAIL SUBJECT: Here’s how to make your dollar go further for our community…

It’s simple: every dollar you give to United Way stretches further than a dollar given to a single cause or nonprofit agency.

In 2019, your gift to United Way may qualify for matching dollars, meaning you make an even bigger impact on our community!

Multiply your impact with these great matches:

**Health Improvement Fund match**: New and increased gifts to the Health Improvement Fund are multiplied x4 by the Milwaukee Health Care Partnership. *Match up to $1.75 million*

**Financial Empowerment for Women match**: New and increased gifts to Financial Empowerment for Women are doubled by BMO Harris Bank. *Match up to $250,000*

**Healthy Youth Initiative match**: New and increased gifts to United Way’s Health Youth Initiative are doubled by Advocate Aurora Health. *Match up to $25,000*

**Education match**: New and increased gifts to United Way’s Education focus area are doubled by Harley-Davidson Motor Company. *Match up to $100,000*

**Helping Kids Succeed match**: New and increased gifts to Helping Kids Succeed are doubled by Landmark Credit Union. *Match up to $25,000*

**Financial Stability match**: New and increased gifts to United Way’s Financial Stability focus area are doubled by MillerCoors. *Match up to $100,000*

**Leadership match**: New and increased leadership-level gifts of $1,200 to $9,999 are doubled by the Ralph Evinrude Foundation. *Match up to $50,000*

Join me in making the biggest possible difference in our community with United Way.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 6**

EMAIL SUBJECT: Local mom Necole was really struggling...

When people have the opportunity to connect with each other and share resources, amazing things can happen.

Necole needed a friend.

Having moved back to Milwaukee after time away, Necole struggled to find crucial resources for her family.

“I didn’t know anyone,” remembers Necole, who was also struggling with an abusive marriage. “There were days when I just wanted to give up.”

Then Necole found Silver Spring Neighborhood Center, a United Way partner building safer, stronger neighborhoods on Milwaukee’s Northwest side.

Necole met with Shyrida, the Adult Service Manager at Silver Spring, and immediately felt a connection: “I knew she understood what I was going through.”

Shyrida, who herself had experienced abuse, housing instability, and employment struggles in the past, immediately connected Necole with the United Way-funded food pantry at Silver Spring so she could make nutritious meals for her three growing daughters.

Shyrida then helped Necole sign up for financial coaching at YWCA, another United Way-funded program, to secure a low-interest auto loan on a car so she could get to work.

Today, Necole has a job she loves, her family is thriving, and continues to lean on Shyrida.

“Shyrida and Silver Spring showed me genuine love in my time of need,” said Necole. “Now, I feel like I am home.”

[Click here to see Necole and Shyrida’s full success story.](https://www.unitedwaygmwc.org/Stories/Necole-Shyrida)

Join me in giving to United Way’s Community Fund to support families like Necole’s, and thank you for your generosity.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 7**

EMAIL SUBJECT: Supporting parents of children with special needs…

United Way knows that, when families have the resources they need, they lift up the whole community with them.

When Karin and Gary moved to Brookfield, they had no built-in support system.

A big reason they had moved to the area was to access high-quality healthcare services for their three-year-old son, Judah, who has Down syndrome. The couple are also parents to six-year-old son Asher.

An online search connected Karin with the United Way-funded Children’s Hospital Community Services’ Volunteer Respite Care program, which offers assistance, support, and guidance for parents of children with special needs. Respite events are held where children with special needs and their siblings are invited for a day of fun and play with local volunteers.

United Way funding allows Children’s Hospital Community Services to offer the Respite program free to families, no matter their income level. Funding provides nutritious snacks and meals, activities for the kids, and staff time.

Sondra Russell, Volunteer Respite Care program coordinator, loves that the respite events lets kids be themselves: “Volunteers are matched with each child and we have a ton of activities available, and each child gets to pick what they want to do when they want to do it.”

Sondra also sees the positive benefits for the parents. “Meeting other parents of kids with special needs helps families feel less alone,” said Sondra.

“Going to the respite events has given us a sense that we landed in a community that truly cares,” reflected Karin. “It’s wonderful.”

Help every family in our community live a healthy and successful life by considering a gift to United Way’s Community Fund.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 8**

EMAIL SUBJECT: It’s not why you give, but it doesn’t hurt either!

When you donate a new or increased gift to United Way’s Community Fund, you are automatically entered to win some seriously cool prizes in the Give & Win Sweepstakes, like…

* **A 2019 Toyota Camry LE** with a new or increased gift of $100
* **A 2019 FXDR Motorcycle** with a new or increased gift of $75
* **A $5,000 Cash Prize** with a new or increased gift of $75
* **A Brewers Spring Training Package, a Green Bay Packers Game Day Experience**, or the **Ultimate Milwaukee Entertainment Experience** with a new or increased gift of $50
* **A Cocoa Beach Dream Vacation, a Grand Geneva Resort & Spa Getaway**, or **a Verlo V5 Fully Furnished Queen Bed** with a new or increased gift of $25

Thank you to United Way’s Give & Win Sweepstakes prize sponsors! [Learn more about the sweepstakes here.](https://www.unitedwaygmwc.org/Sweepstakes)

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 9**

EMAIL SUBJECT: A UW program helped this sixth grader gain the confidence she needed to succeed…

Your gift to United Way’s Community Fund helps ensure all kids in our community have the support they need to succeed in school and life.

At the beginning of fifth grade, eleven-year-old Micaela, who has ADHD, struggled with academics and lacked the confidence to ask questions.

Micaela’s teachers saw Micaela struggling and suggested a solution: the After School Achievement Program (ASAP).

ASAP, a United Way-funded program through the United Community Center, provides homework help, support, and tutoring to students who could use a boost outside of the school day.

Soon, Micaela began making progress in math and reading and her self-confidence soared.

“Micaela has really found her voice,” said Micaela’s teacher. “Now she is ready to succeed in sixth grade.”

Tomorrow is your last chance to give to United Way during our workplace campaign this year! Won’t you join me in considering a gift?

To read more inspirational stories and watch videos featuring the folks you got to know during this campaign, visit UnitedWayGMWC.org/Stories

Thank you,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 10**

EMAIL SUBJECT: Final Day! Your Donation Changes Lives

Team,

Today is the last day of our United Way campaign!

To those who have already donated, you are making a real difference in our community. For those who have not made a donation yet, there’s still time! We are asking everyone to please consider making a donation, no matter how large or small, to help ensure everyone in our community has access to the resources they need.

Donating to United Way is an easy and powerful way to change lives.

Still wondering why you should give to United Way?

* **Your donations stay local.** United Way invests in programs and initiatives in the four-county region.
* **Your donations are efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community.
* **Your donations are effective.** United Way invests in programs at nonprofits that create lasting change. The results are measurable, sustainable, and meet current community needs.

**Will you join me in Living United?**

Sincerely,

*CEO or Ambassador Name*

**After the Campaign: Thank You / Total Raised Email**

EMAIL SUBJECT: Great Things Happen When Company X Lives United

Team,

I just wanted to drop a line to say -- THANK YOU!!

Our participation in this year’s United Way of Greater Milwaukee & Waukesha County’s Community Campaign is absolutely incredible. I’m so proud of all of you here at Company X who stepped up to help make our community a better place.

Thanks to your generosity, Company X raised $X for United Way of Greater Milwaukee & Waukesha County! Here’s an example of what this money will support in our community:

* Example 1 from Impact Calculator
* Example 2 from Impact Calculator

Example 3 from Impact Calculator

I’m amazed at the generosity and dedication of Company X employees. We rallied together to meet a common goal that’s more than a number, it’s about helping people in our community – people like Ani, Tamara and so many more.

Thank you for your support and generosity. It’s truly remarkable what we have done for people in our community through United Way.

Sincerely,

*CEO or Ambassador Name*