**United Way Email Campaign**

**5 Day/1 Week**

**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: many 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: 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 4**

EMAIL SUBJECT: Tamara and her son Kyler are thriving thanks to a UW-funded program.

United Way supports local programs that connect families with the resources they need to thrive. Resources that sometimes individuals didn’t expect they would need.

While most people her age were planning parties, Tamara got a different kind of surprise for her 21st birthday: she was pregnant.

Struggling in an abusive relationship, Tamara knew she needed to find help.

“I’m a planner, so I called my insurance company and asked ‘what can I do to be more prepared for this?’” said Tamara. “That’s how I found Safe Babies Healthy Families.”

Safe Babies Healthy Families, a United Way-funded program through EasterSeals Southeast Wisconsin, offers prenatal services, childbirth education, parenting programs, and play groups for local families in need. Individualized case management is provided through home visits until the child is ready for kindergarten.

Case Manager Lindsey began meeting with Tamara. “She helped connect me to resources like birthing classes and a food pantry,” remembered Tamara. “I started to feel like ‘I can do this’.”

After son Kyler was born, Tamara enjoyed the mom’s group at Safe Babies Healthy Families. “It was great to know that other people had the same challenges I did,” said Tamara.

As Kyler grew, Lindsey continued to support Tamara and both mom and baby took part in many Safe Babies Healthy Families programs.

Today, Tamara is married to a loving and supportive husband, Courtney, and Kyler is excited about entering first grade.

Says Tamara: “We are a stronger family now.”

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 5**

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*