**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.*

*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: How do you decide where to give?

When you think about making a charitable donation - be it $10, $25, $100, or $1,000 - how do you decide where to give?

Do you focus on giving to early childhood education?

Or how about supporting parents of children with special needs?

Do you focus on making sure families have access to nutritious and healthy food?

Or do you make a single donation to United Way of Greater Milwaukee & Waukesha County’s Community Fund, helping all of these people and thousands more?

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.

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

Over the next few days, I will share incredible stories about how donations to United Way are changing lives right here in our community.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 2**

EMAIL SUBJECT: Emma is determined to succeed.

Your donation to United Way’s Community Fund supports programs that help adults with disabilities find meaningful work they love.

As a special education student, Emma wasn’t sure that she was ready for the transition from high school to the workplace after graduation.

That’s when she turned to Portal, Inc., a local organization and United Way agency partner that has continuously served adults and youth with disabilities since 1965.

Donations to United Way’s Community Fund support Portal’s Employment Readiness & Advancement program, helping adults with disabilities prepare for and find employment.

Portal provided skills training and support for Emma and connected her with a temporary position at Port Washington State Bank.

Because of her focus, motivation, and training with Portal, Emma turned her temporary job into a permanent position, one she still holds today.

Your gift to United Way’s Community Fund helps Emma and thousands of others reach their fullest potential. **Thank you for joining me in making our community better for everyone in it.**

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 3**

EMAIL SUBJECT: Providing crucial medications safely during COVID-19

Your donations to United Way of Greater Milwaukee & Waukesha County support programs that remove barriers to quality and affordable health care for everyone in our community.

Through Bread of Healing Clinic’s MedShare program, millions of dollars of low-cost and free medication are made available to community members who need it through a network of 20+ free clinics.

The MedShare program is funded by your donations to the Health Improvement Fund, a collaboration between United Way and the Milwaukee Health Care Partnership.

“Last year, we distributed more than $6 million worth of medication to local patients, for an out-of-pocket cost to our clinic of about $27,000,” said Paul Hoffmann, a registered pharmacist and the director of medication access at Bread of Healing Clinic.

During COVID-19, United Way urgent needs funds expanded Bread of Healing Clinic’s capacity so they could provide safe medication delivery to their most vulnerable patients.

The MedShare program ensures that critical medications, like insulin, are made available to patients no matter their ability to pay. Your donations to United Way and the Health Improvement Fund will ensure this critical program can continue.

Help everyone in our community access the resources they need to stay healthy and thrive; Join me in donating to United Way.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 4**

EMAIL SUBJECT: Mike, Beth, and Bryan were on the brink of homelessness...then everything changed.

Your donation to United Way of Greater Milwaukee & Waukesha County supports local programs that help families facing homelessness and hunger get back on their feet.

Over the past two years, Beth and Mike, along with their 12-year-old son Bryan, were sent on a life-altering, unexpected journey.

It began with 44-year-old Mike losing his job. At the same time, his wife Beth began having health problems which resulted in her own job loss. Suddenly, this Waukesha family of three found themselves unable to pay their bills and lost their one place of security: their home.

They were desperate. So, they reached out to The Salvation Army - Waukesha County, a United Way agency partner.

It was there they received nutritious meals served by the Community Meal Program. They also received housing assistance, employment leads for Mike, food pantry supplies, youth programs, and disability information for Beth.

Mike found employment and the family moved into a safe, affordable two-bedroom apartment.

United Way and community partners have set a goal: end family homelessness in our community by 2025. [Learn more about how your donations to United Way’s Safe & Stable Homes initiative can spark lasting change.](https://www.unitedwaygmwc.org/Safe-and-Stable-Homes)

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 5**

EMAIL SUBJECT: Multiply your donation with United Way challenge grants!

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

Your donation 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:

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

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

**Financial Stability Match.** New and increased gifts to United Way's Financial Stability focus area are doubled by Molson Coors Beverage Company. Up to $100,000.

**Health Improvement Fund Match.** New and increased gifts to the Health Improvement Fund are multiplied four times by the Milwaukee Health Care Partnership. Up to $1.75 million.

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

**Reducing Barriers to Employment & Advancement Match.** New and increased gifts to Reducing Barriers to Employment & Advancement are doubled by ManpowerGroup. Up to $25,000.

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: Tackling barriers to employment head-on.

Your donation to United Way of Greater Milwaukee & Waukesha County helps local people overcome barriers to employment, obtain jobs that pay a living wage, and offer opportunities for advancement.

In March of 2019, Margaret was released from prison after serving two years. She came home to her family and daughter Madison, 17, a new person - Margaret 2.0.

“I didn’t want to get out of prison and take steps backward,” recalls Margaret. “So when I got home, I made it my job to look for a job, and not just any job, but a job that was career-oriented, a job that would sustain me and my family, a job where I could pay bills and not live check to check.”

In 2018, the Black unemployment rate in Wisconsin was nearly three times that of Whites, according to American Community Survey data. Issues like a history of involvement in the justice system make it difficult for people, particularly African-Americans in the community, to find good jobs.

United Way’s Diversity Leadership Society has made it their mission to reduce barriers to employment and advancement faced by local, diverse individuals by supporting local programs and proven effective strategies.

Margaret turned to Milwaukee Urban League, a United Way partner, for help finding the right job for her. Through this organization, she received guidance, support, and the confidence of having a whole team of people cheering her on. Today, she is proudly employed as a nuclear density technician at a local construction firm.

“In my current job, I have an opportunity to put on display the type of person that I am,” said Margaret. “My work ethic, my timeliness, and my attention to detail. They took me at face value and gave me a chance.”

Join me in donating to United Way and help ensure that every person in our community has the opportunity to succeed.

Thank you,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 7 - Maleak**

EMAIL SUBJECT: Help ensure a bright future for students like Maleak.

Your donation to United Way’s Community Schools initiative helps ensure every student in our community has what they need to succeed.

Maleak, 16, is a Junior at North Division High School in Milwaukee. Whether learning in the classroom or from a distance, Maleak is passionate about school, extracurriculars, helping his community, and working hard toward his dream of becoming a United States Marine.

“I have experienced violence in my life, but it doesn’t define me,” said Maleak. “I want to make a difference in my community and take care of the people who rely on me. I know I can do it.”

At North Division, a member of the Milwaukee Community Schools Partnership supported by Milwaukee Urban League and United Way, Maleak is surrounded by a support system of teachers, staff, students, families, and community partners working together to ensure a successful future for him and his fellow students.

Your donation to United Way supports students at 12 local Community Schools by providing academic encouragement, social and emotional learning, health and wellness, family and community engagement, and a safe and supportive climate.

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 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 2020 Nissan Kicks** with a new or increased gift of $100
* **2020 Harley-Davidson® Low Rider motorcycle** with a new or increased gift of $75
* **A $3,000 cash prize** with a new or increased gift of $50
* **A Cocoa Beach dream vacation** with a new or increased gift of $50
* **A Brewers game day experience**, **a Grand Geneva Resort getaway,** or a **Verlo V5 fully-furnished bed set** with a new or increased gift of $25

Thank you to United Way’s Give & Win Sweepstakes prize sponsors! Join me in donating to United Way to be entered to win.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 9**

EMAIL SUBJECT: Your donation will help people access life-saving resources.

Donations to United Way of Greater Milwaukee & Waukesha County help local people access life-saving resources.

Yolanda is a community resources specialist with IMPACT 211, a central access point for people in need to access resources. Yolanda and her team are the first points of contact for individuals calling for help.

Since the start of the COVID-19 crisis, the number of calls 211 receives each day has increased exponentially.

“COVID-19 has had a huge economic impact on people’s lives,” said Yolanda. “Every day I talk to people who are worried about paying rent and where they are going to get their next meal.”

Recently, Yolanda spoke with a 79-year-old woman who needed help: “She called crying, saying she was hungry. Her husband had passed away, her son was in prison, and she was home alone with two dogs.” recalled Yolanda. “I connected her with the Department on Aging, who connected her with Meals on Wheels and even provided dog food.”

Donations to United Way’s Community Fund support IMPACT 211. The 211 resource team works daily to make sure their resource directory is up to date so callers get connected with the most relevant information.

“People call me just to say thank you,” said Yolanda. “It is so rewarding to be able to lift the burdens off of someone’s shoulders.”

Tomorrow is your last chance to give to United Way during our workplace campaign this year! If you haven’t already, please join me in making a donation.

Thank you,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 10**

EMAIL SUBJECT: Final day! Your United Way donation changes lives.

Team,

Today is the last day of our United Way campaign!

To those who have already donated, thank you for supporting lasting change 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 right here in Milwaukee, Ozaukee, Washington, and Waukesha county.
* **Your donations are efficient.** Your donations are leveraged with others to make one large pool of funds to help 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*

*Insert donation instructions*