**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 team about United Way of Greater Milwaukee & Waukesha County and encourage them to get 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: emails may 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: What matters to you?

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 give to support educational achievement for kids?

Or preventing family homelessness?

Or making sure everyone has access to good jobs that pay a living wage?

Or do you make a single donation to United Way of Greater Milwaukee & Waukesha County’s Community Fund, helping all 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: United Way connects people who can help to people in need, and the Community Fund is at the heart of their work.

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: Bertha achieved a lifelong dream…

Your donation to United Way’s Community Fund supports programs that help adults achieve their education and career goals.

Bertha, a senior citizen living in Milwaukee, felt depressed. Though she loved spending time with her grandchildren, she wanted to get out in the community and do something every day.

While out on a walk, she happened upon YWCA Southeast Wisconsin and decided on a whim to go inside and see if they had a program to finally help her complete her high school degree. That was the day her life changed.

Donations to United Way’s Community Fund support the Community Adult Learning Lab at YWCA Southeast Wisconsin, which helps participants increase skills and certifications - like achieving a high school equivalency degree (HSED) - that lead to employment or advancement.

Bertha loved her classes and enjoyed the challenge of learning new things. Though she was initially scared of using the computer, her YWCA instructors answered every question she had until she got the hang of things.

Bertha graduated with her HSED in October 2020 and now works as a certified nursing assistant. “I love what I do,” says Bertha. “And the reason I have this job is because of the help I received from the YWCA!”

Your gift to United Way’s Community Fund support local programs like this one at YWCA that help Bertha 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: Helping families survive the toughest challenges.

Your donations to United Way of Greater Milwaukee & Waukesha County are helping meet urgent needs for families struggling financially due to the pandemic.

Reyna and Victor have lived in Waukesha for over ten years, working full time in the hospitality and manufacturing industries. In spring of 2020, they found themselves out of work because of COVID-19.

“We didn’t know how we were going to pay our bills,” said Reyna. “The little bit we had saved, we were using to survive.”

That’s when they turned to Catholic Charities in Waukesha, a United Way nonprofit program partner.

Catholic Charities was able to provide gift cards through United Way funding, which helped Reyna and Victor pay their bills. They then connected the family to rent assistance programs and provided food and other items.

Reyna and Victor were extremely thankful as they had never asked for assistance since their arrival to the United States from Mexico. Today, they are both working full time. They remain hopeful for a brighter future for themselves and their daughter.

“We were hoping to buy a house before COVID-19. It’s still a hope for us for the future,” said Victor.

Our donations to United Way’s Community Fund helps our neighbors survive the toughest times. Join me.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 4**

EMAIL SUBJECT: Matt, an adult living with autism, has found a place where he can be himself.

Anyone who meets Matt will quickly discover his passion for helping others, and his membership in Curative Care Network’s Adult Day program has given him many opportunities to do so. “I just want to help people who are less fortunate than me,” said Matt.

The Adult Day program, supported in part by donations to United Way’s Community Fund, provides engaging and meaningful activities that promote independence and community integration for adults with developmental disabilities.

Matt, who has autism, has found a great community of support at Curative. Here, he gets to socialize with other members, volunteer, and learn valuable leadership skills.

Matt is president of the Aktion Club, which connects adults with disabilities to opportunities to volunteer. Each year, Matt leads the group in hosting a plant sale, with proceeds benefiting Children’s charities. The group also volunteers annually at State Fair and other local events.

“Matt is a helper,” said Curative Program Specialist Dawn Schicker-Miller. “He is always first to raise his hand to help with important tasks. He likes to stay busy!”

“I love the life I’m living,” said Matt. “I can’t wait to see where it goes next!”

A single donation to United Way funds this program at Curative and hundreds of others throughout the community that support our neighbors, friends, and families. If you haven’t already, please consider making a gift this year.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 5**

EMAIL SUBJECT: Multiply your donation with United Way matches!

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 Badger Meter. *Up to $100,000.*

**Community Schools.** New and increased gifts to Community Schools are doubled by Kohler Co. *Up to $50,000.*

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

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

**Racial Equity.** New and increased gifts to Racial Equity are doubled by Northwestern Mutual. *Up to $250,000.*

**Reducing Barriers to Employment & Advancement.** New and increased gifts to Reducing Barriers to Employment & Advancement are doubled by ManpowerGroup. Up to $200,000.

**Safe & Stable Homes.** New and increased gifts to Safe & Stable Homes are doubled by Ascension Wisconsin. *Up to $100,000*.

**Techquity**. New and increased gifts to Techquity are doubled by EY. *Up to $100,000.*

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.

Leon had big dreams for his future.

“I want to get my CDL license to become a truck driver,” said Leon. “Then, in five to ten years, I’d like to own a fleet of trucks to give others like me an opportunity.”

At just 21 years old, Leon had a clear goal. What wasn’t clear was what he needed to do to get there. So he turned to Employ Milwaukee, a United Way partner that helps individuals overcome barriers and find stable employment.

Leon met with Tracey, a career counselor, who helped him navigate his options for CDL classes. Employ Milwaukee also helped with funding for his classes so Leon could focus full-time on school.

“Employ Milwaukee gave me a great opportunity,” said Leon. “When you have someone to guide you it makes the process a lot easier.”.

United Way supports Employ Milwaukee and other programs through the Reducing Barriers to Employment & Advancement initiative. Donations support local programs like these that offer education, training, and credentials; transportation assistance; and other resources to help individuals overcome barriers to employment.

A particular focus of United Way’s work to reduce barriers to employment is helping African Americans, who historically have faced more barriers to family-sustaining employment.

With the support of Employ Milwaukee and his family behind him, Leon recently graduated with his CDL license and is excited to hit the job market.

“Everyone around me is proud of me for taking this next step,” said Leon. “They are excited to see who I become.”

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

Thank you,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 7**

EMAIL SUBJECT: Chao is living the American dream.

Your donation to United Way’s Community Fund truly changes lives.

Chao always dreamed of becoming a doctor. “My parents didn’t have the opportunity to get an education, but they did everything they could to make sure we did,” said Chao.

Chao is the youngest child in a large and loving Hmong family. Chao’s parents are originally from Laos but fled to a refugee camp in Thailand where their children were born. They knew coming to the U.S. would give their children the best chance at a strong education and future.

“My mother’s father helped the U.S. during the Vietnam War and she walked miles every day to the U.S. consulate to share his picture and his story,” said Chao. “Finally, we were approved to come to the U.S. - the land of opportunity.”

With the pride of his family behind him, Chao looked for every opportunity to fulfill his dream of going to college and becoming a doctor. A friend told him about the Sponsor-A-Scholar program at Boys & Girls Clubs and Chao signed up right away.

“Boys & Girls Clubs set me up for success,” said Chao. “They helped me with my resume, cover letters for jobs, applying to college, and how to find scholarships.”

Donations to United Way’s Community Fund support this and other programs that help local students succeed.

Thanks to the guidance and advice Chao received through Boys & Girls Club, Chao is now a proud student at the University of Wisconsin – Madison, working toward his dream of becoming a doctor.

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 2021 Jeep Renegade Sport 4X4** with a new or increased gift of $100
* **$5,000 cash** with a new or increased gift of $75
* **A Brewers Spring Training package** with a new or increased gift of $50
* **A Cocoa Beach dream vacation** with a new or increased gift of $50
* **A Green Bay Packers game day experience** with a new or increased gift of $50
* **A Bucks fan package**, **a Grand Geneva Resort getaway,** or a **Verlo V5 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 helps families avoid homelessness and find safe housing.

“I never thought I would be in a position where I’m not making a living…” The words of small business owner Mercedez are something we heard often this past year.

The mother of two young children, Mercedez lived in a substandard house where her landlord failed to address the building’s needs.

There was flooding in her home’s basement, and Mercedez and her family were forced to boil water for cooking as well as for hygiene purposes.

When the pandemic hit, like so many in our community, Mercedez lost income and fell behind on her rent. Her landlord filed an eviction action against her.

That’s when she was introduced to Legal Aid Society of Milwaukee.

Legal Aid Society provides free legal assistance to Milwaukee County residents in need. United Way funding supports Legal Aid Society through the Safe & Stable Homes: Ending Family Homelessness initiative.

Mercedez met with a Legal Aid Society staff attorney, who connected her to funding that enabled her and her children to relocate to a safe and secure home.

Mercedez cried when she was finally able to take a clean shower.

No family should face homelessness. Consider supporting this important work with a donation to United Way’s Safe & Stable Homes initiative.

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 donated yet, there’s still time! We are asking everyone to please consider donating 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? The equation is simple:

**You + Local Nonprofit Partners = A United Community**

**You**. When you give to the Community Fund, your donation is combined with thousands of other donors, funding over 220 programs that have a direct impact on the health, education, and financial stability of so many in our neighborhoods.

**Local Nonprofit Partners.** United Way knows the nonprofit agencies who are doing the hard work every single day, offering support to those who may be struggling. Your donation directly supports this work.

**A United Community.** The solutions we create together go beyond short-term fixes. We are creating lasting change. Will you join me in Living United?

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*