Make Your Moment

**WORKPLACE TOOLKIT**

In the pages ahead, you’ll find sample templates that workplaces can adapt and use:

* + Emails to send to employees about the campaign
	+ Sample social media posts

This toolkit is designed to help you bring the Make Your Moment campaign alive in your workplace campaigns. You can share the template messages in this toolkit, and workplace campaign coordinators will be able to use them to keep up a digital drumbeat of “Make Your Moment” messaging around workplace giving and volunteering.

The most successful workplace campaigns will be as personalized to the company and community as possible. The more customized, the better!

That’s why these templates include placeholders where you can add specifics on community causes and campaign priorities to help bring your campaign to life through digital content.

WORKPLACE EMAILS

Campaign Preview Email

**Send time: One week before campaign launch**

**Sender: Workplace campaign coordinator**

**Subject: Looking for a way to make your moment?**

NAME/Friend,

Are you the kind of person who wants to own the future of your community? Who wants to make meaningful moments happen for yourself and your neighbors?

If you’re nodding yes right now, you won’t want to miss out on your chance to join
**[Add** **company name]** United Way of Greater Milwaukee & Waukesha County workplace campaign.

Whether you’re interested in ending homelessness, making sure more youth succeed in school, or making our community healthier, United Way is your chance to be a part of the solution.

That’s what this year’s United Way workplace campaign is all about, and I hope you’ll join your coworkers here at **[Company name]** in making life-changing moments happen right here in our four-county region.

Watch this video to learn more about how you can make your moment -- then add your name to say you’re in:



Get excited! I’ll be in touch soon with all the details.

[SIGNATURE]

Campaign Kickoff Email

**Send time: Campaign launch day**

**Sender: Workplace campaign coordinator**

**Subject: What would our four-county region look like if everyone pitched in?**

NAME/Friend,

Today’s the day! We’re launching the 2016 United Way Campaign -- and with your support, all of us here at **[Company name]** can create lasting change for our community.

Together, we can tackle some of the biggest problems our four-county region is facing. Your gift to United Way is not a short-term investment it’s about lasting change.

Let's embrace these moments of opportunity and make our community as strong as it can be.

**[ADD GOAL DESCRIPTION + ADD LINK to UNITED WAY EWAY]**

Join your co-workers in participating in this year’s campaign to help us hit our goal -- and show the world what we’re all about here at **[Company name].**

Thanks for your commitment to making this community a better place to live for everyone!

[SIGNATURE]

Sample Impact Email

**Send time: Midway through campaign**

**Sender: Workplace campaign coordinator**

**Subject: What your support makes possible:**

NAME/Friend,

We’re halfway through our United Way Workplace Campaign, and **[IF CLOSE TO GOAL**>>great news --] we’re **[$XXXX → PROGRESS TO GOAL]** away from our goal! It’s going to take all of us here at [Company name] to step up to get there.

And we can’t afford not to. People like Myah are counting on us -- check [out her story](https://www.unitedwaygmwc.org/Stories/Myah)
to learn more about how your donation to United Way helps make life-changing moments happen:

Myah strengthened her muscles, and improved her social and emotional skills with help from a United Way-funded Early Education Program.

[INSERT COMPANY GOAL DESCRIPTION + LINK to United Way EWAY]

Thanks for being part of this!

**[ADD SIGNATURE]**

P.S. If you want to see more stories from people like Myah, [sign up](https://www.unitedwaygmwc.org/Newsletter) to get United Way updates on how your support is making a difference right here in our four-county region

Last Call Email



If you’ve been waiting for the right time to join our United Way Campaign, this is it!

Today is the last day to [GIVE], and join [PARTICIPATION RATE] % of your co-workers who have already committed to supporting the life-changing, community-building work of United Way of Greater Milwaukee & Waukesha County -- from tackling the root causes of homelessness TO preventing youth from becoming addicted to alcohol and opioids.

Join them, and be a part of **[Company Name]** United Way workplace campaign:

**[INSERT ASK HERE].**

Your GIFT will send a message, loud and clear -- that [Company name] is investing in the future of our four-county region. It only takes one moment, and every commitment brings us that much closer to a stronger, safer, and healthier four-county region.

Thank you for everything you do to change lives in our community!

[SIGNATURE]

End of Campaign Thank You Email

**Send time: As soon as campaign data is available**

**Sender: Workplace campaign coordinator**

**Subject: [IF HIT GOAL>>We did it! // IF NOT>>Thank you!]]**

NAME/Wow, what an amazing [WEEK/COUPLE OF WEEKS>>PERSONALIZE FOR LENGTH CAMPAIGN]!

I’m so proud to say that our **[Company Name]** team [IF HIT GOAL>>hit our goal of raising $GOAL! // really stepped up]] for United Way’s Workplace Campaign. In fact, here’s what we accomplished together thanks to the generosity of people like you:

[Company name] employees gave $[DOLLARS PLEDGED] to United Way

[PARTICIPATION RATE]% of employees gave to United Way

[NUMBER OF DONORS] of [Company name] employees gave to United Way

[Company name] employees gave more than [List NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign

That’s truly amazing stuff, and I’m so thankful to each and every one of you who were a part of it. Together, we’re making meaningful moments happen for people in need.

To learn how your support is powering United Way to keep doing critical work for our community all year long, make sure to sign up to receive [updates here](https://www.unitedwaygmwc.org/Newsletter).

Thanks again!

[[SIGNATURE]]

CEO Launch

**Send time: Day after campaign coordinator thank you email**

**Sender: CEO**

**Subject: Fwd: [[ORIGINAL SUBJECT LINE]]**

Hey there,

I wanted to make sure you saw this note from [[CAMPAIGN COORDINATOR NAME]] announcing the launch of our 2016 [Company Name] United Way workplace giving campaign.

The critical work of United Way to [List Company CAMPAIGN GOAL] is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [Company name].

I’m immensely proud of this group of people for supporting such a great cause, and I’m excited to see what we accomplish together.

[[INSERT ASK HERE]]

Thanks so much for being part of this -- read on for more details!

[SIGNATURE]

CEO Thank You

**Send time: Day after campaign launch**

**Sender: CEO**

**Subject: I am so proud**

NAME(Hi again),

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

The numbers for this year’s United Way Workplace Campaign are absolutely incredible. I’m so proud of all of you here at [Company Name] who stepped up to help make our community a better place.

You all inspire me so much every day. Thank you again for being such compassionate, caring people -- and for all your hard work.

In case you missed the full breakdown of results, check out [CAMPAIGN COORDINATOR NAME]’s email below for an extra dose of inspiration.

Thanks again,

[SIGNATURE]

Sample Social Posts

Sample Facebook Posts

**Link to the #MakeYourMoment video:**

* Every day, @UnitedWayGMWC volunteers make their mark on our four-county region. That's why we're honored to support them. #MakeYourMoment
* Our team is glad to support United Way of Greater Milwaukee & Waukesha County—take a look and see why! <http://makeyourmoment.org/unitedwaygmwc/video/> #MakeYourMoment

**Link to the United Way email signup page:**

* Join us and @UnitedWayGMWC to make our four-county region a better place to live—one moment at a time. #MakeYourMoment
* Our friends @UnitedWayGMWC are making better happen. Join them: <https://www.unitedwaygmwc.org/Newsletter> #MakeYourMoment
* Supporting @UnitedWayGMWC means investing in proven programs—and building a brighter future for our four-county region.
* Proud to stand shoulder-to-shoulder with @UnitedWayGMWC to make our four-county region an even better place to live & work!

Sample Twitter Posts

**Link to the #MakeYourMoment Video:**

* Our work with @UnitedWayGMWC helps make more life-changing moments possible—like these: <http://makeyourmoment.org/unitedwaygmwc/video/> #MakeYourMoment
* Every day, @UnitedWayGMWC volunteers make their mark on our 4-county region. That's why we're honored to support them.
* Our team is glad to support @UnitedWayGMWC—take a look and see why! <http://makeyourmoment.org/unitedwaygmwc/video/> #MakeYourMoment

**Link to the United Way email signup page:**

* Join us and @UnitedWayGMWC to make our 4-county region a better place to live—one moment at a time. #MakeYourMoment
* Our friends @UnitedWayGMWC are making better happen. Join them: <https://www.unitedwaygmwc.org/Newsletter> #MakeYourMoment
* Supporting @UnitedWayGMWC means investing in proven programs—and building a brighter future for our four-county region.
* Proud to stand shoulder-to-shoulder with @UnitedWayGMWC to make our 4-county region an even better place to live & work!

Sample Instagram Posts

**Link to the #MakeYourMoment video:**

* Our work with @UnitedWayGMWC helps make more life-changing moments possible—like these. #MakeYourMoment **(Watch the full video by following the link in our bio. Add link to your Instagram bio page)**

**Link to the United Way newsletter signup page:**

* We team up with @UnitedWayGMWC because we believe our community is stronger when everyone chips in. Find out how you can get involved, too (link in bio!) and #MakeYourMoment.