**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 and encourage them to be involved in your company’s United Way campaign this year.*

*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 or Katie Kuhn at 414-263-8132 or kkuhn@unitedwaygmwc.org

**Day 1**

EMAIL SUBJECT: What will be YOUR moment?

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 Company X’s United Way of Greater Milwaukee & Waukesha County’s 2017 Community Campaign.

Company X and United Way are working together to address the problems most people don’t have the stomach for. The ones nobody talks about at cocktail parties. The ones that can’t be solved overnight.

Together, we’re fighting for a future that will benefit us all. Together, we can offer innovative, comprehensive solutions to the core challenges our community faces. Together,

1. Every child has quality learning experiences beginning at birth.
2. Individuals and families have education, employment opportunities, and resources to achieve financial stability.
3. Children and adults have resources to achieve optimal healthy lives – free of untreated mental illness, substance abuse disorders, and domestic violence.

[Click here to watch a two minute video that explains why United Way partners are more than fund-raisers](https://www.youtube.com/watch?v=926yozmjyv0). We are hand-raisers. We raise our hands not only to lead the fight, but to reach out to people who need help. And hope.

Over the next few days, I will be sharing incredible success stories of community members who have benefitted from United Way-funded programs. **Be sure to complete a quiz at the end of the campaign** to win some fun prizes.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

To learn more about how you gift makes a year-round impact and hear more United Way success stories like the one above [sign up](https://www.unitedwaygmwc.org/Newsletter) for the monthly United Way newsletter.

**Day 2**

EMAIL SUBJECT: Myah’s Favorite Gift

Dawn’s eyes well up with tears every time she recalls the moment her daughter Myah unwrapped the shiny white toy car.

For the Muskego couple, it was the first time they gave their 6-year-old a gift that didn’t come from a physical therapy toy catalog.

Born eight weeks early, Myah was diagnosed with Down syndrome, cortical blindness and receptive-expressive language disorder. Within a month of being part of the United Way-funded early education program at Vision Forward, Myah’s parents saw remarkable progress.

Last year, 80% of children who participated in United Way-funded Early Education programs also improved in the development of both social and emotional skills.

Myah’s family and the staff at Vision Forward credit her success and school readiness to the collaborative partnership with United Way.

Watch the rest of Myah’s story [here](https://www.unitedwaygmwc.org/Videos).

Your gift to the Community Fund helps kids like Myah all over the city reach their fullest potential. Thank you for joining me in giving back and doing good for everyone in our community through United Way

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 3**

EMAIL SUBJECT: Barry Gives his Time

Barry is a volunteer with a United Way-funded program at Interfaith Senior Programs serving Waukesha County. For more than two years, Barry visits Tom, a 66-year-old stroke survivor, to help him with simple household tasks and also provides him with companionship.

Barry stops over once a week to help Tom read his mail, fill out paperwork and exercise. The two enjoy going for walks.

Last year, 85% of participants who were part of the United Way-funded Retired and Senior Volunteer Program (RSVP) at Interfaith felt they were making a difference in someone’s life, and 95% indicated they felt happier and more satisfied with their own life.

As for Tom, he’s thankful to Barry and United Way for allowing them to connect, to seize the moment, and to make better happen.

Read more about Barry [here](https://www.unitedwaygmwc.org/Stories).

Interested in volunteering this fall? Visit UnitedWayGMWC.org/Volunteer to browse hundreds of projects for individuals, groups and families.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 4**

EMAIL SUBJECT: Johnny Found a Home after Tragedy

In a matter of months a series of unexpected life-changing moments can turn your life upside down. For Johnny from Milwaukee, that moment came with the sudden death of his wife of 30 years.

Johnny decided to make a fresh start by finding a new place to live. He put a security deposit down on a new apartment and gave his 30-day notice. However, when the time came to move, Johnny’s new place wasn’t ready and his new landlord skipped town. Suddenly Johnny was homeless.

He took part in the 90-day GATES program at the United Way-funded emergency shelter at Guest House of Milwaukee.

In 2016-2017, 94% participants in emergency shelter programs set personal goals toward self-improvement and 84% made progress towards those goals.

Today Johnny couldn’t be more proud of his new apartment and is grateful to Guest House and United Way for helping him get back on his feet.

Watch Johnny’s full story [here](https://www.unitedwaygmwc.org/Videos).

Even $1 per pay period can make a difference in the lives of people like Johnny. Check out how any size gift directly impacts those in need in our community by [checking out United Ways Impact Calculator.](https://www.unitedwaygmwc.org/Impact-Calculator)

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 5**

EMAIL SUBJECT: Meet Montrell

(Picture of Montrell)

Though only in eighth grade, Montrell knows the important part that reading will play in his future: “reading helps me understand things that I will need to know to get a job. When I get older, I want to be a carpenter.”

Through the My Very Own Library Program, co-sponsored by United Way and Scholastic, Montrell and other students at 14 Milwaukee Public School locations get to pick out free books to build their home library.

“This is my second year, so I will have 20 books at home by the end of the year,” says Montrell.

Research shows children with lots of books at home complete more years of school, regardless of income level or their parents’ level of education. Additionally, students who do more reading at home are better readers overall and have higher math scores.

Montrell’s favorite book is Hatchet by Gary Paulson. “If I were a book character, I would be Brian from Hatchet. I like how he overcame adversity.”

With Company X’s help, United Way makes sure kids who start to fall behind can catch up and not get frustrated. Simple solutions like volunteer readers and tutors at young ages have proven to be so successful in increasing graduation rates in our four-county region.

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

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 6**

EMAIL SUBJECT: Mequon Teen Doesn’t Follow the Crowd

Isabella still remembers how one moment changed her view on life. She was in 7th grade and had just heard a presentation from a Homestead High School student who was part of the United Way-funded Champions Mentoring program.

The program trains high school students from the Mequon-Thiensville, Grafton and Ozaukee School Districts to serve as local ambassadors and give presentations to youth about the importance of being drug-free.

Last year, 87% of participants in a United Way youth development program stated they knew how to have fun without using alcohol or drugs and spent time with friends who did not use those substances.

Today 16-year old Isabella is grateful to United Way for inspiring her to pay it forward by helping youth make positive choices and live drug-free.

Hear more about Isabella and United Way’s work around drug abuse prevention [here.](https://www.unitedwaygmwc.org/Videos)

90 cents of every dollar you donate to United Way’s Community Fund go directly to programs that empower people like Isabella to be their best self. That’s better than the majority of other charities in the country. Join me in making a sound investment in our community through United Way.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 7**

EMAIL SUBJECT: From Volunteer Project to Career Path

When Katrina Hightower, a student at University of Wisconsin – Milwaukee, volunteered to lead high school students through United Way’s Annual Technology Career Fair, she did not know she would end up finding her own dream job.

“I ended up making a strong connection with the recruiter for ManpowerGroup. After my first phone interview, I was offered an internship with their IT department on the spot,” reflects Katrina.

At ManpowerGroup, Katrina works on projects that challenge her and help her build professional skills, like time management, team work, and communication.

IT United is made up of technology professionals who make a difference in the community through donations, advocacy, and volunteer events like the technology career fair and job shadowing.

After her internship finished this summer, Katrina is looking forward to finding a full-time job in the Information Technology sector with the goal of opening her own company one day. As for the advice she gives to younger students and family members, “I tell them: find what you love and just do it. Don’t let anything stop you.”

Help every family in our community live a healthy and successful life by considering a gift to United Way’s Community Fund. Great things happen when we work together to Live United.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 8**

EMAIL SUBJECT: Piper Needed Reliable Transportation

After her old car finally broke down, Piper Thomas vividly remembers taking the bus to work.

“I would leave at three o’clock in the morning and walk a mile in the pitch black by myself,” says Piper. “It was so scary.”

Winter weather and late busses meant Piper often missed days or was late for work.

“If I had missed one paycheck, my daughter and I would have been homeless,” she says. “I had to find a way to keep my job.”

A friend of Piper’s suggested the United Way-funded Auto Loan Access Program at YWCA Southeast Wisconsin, which helps credit-challenged community members secure low-interest auto loans through financial education and budget coaching.

Piper assumed it wouldn’t be a good fit. “I was worried because I had to do a budget, check my credit, write a letter to the board…I just knew I wouldn’t be eligible,” says Piper.

Shelby, a financial coach at YWCA, met with Piper to review her finances, and gave her tips to help her save enough money to qualify for an auto loan.

“I did what they told me to do and ended up saving $1,100 in 90 days!” says Piper.

99% of participants in United Way-funded financial literacy programs report having an increased sense of wellbeing and have made progress toward their goals.

“Over 960,000 Wisconsin residents qualify as ALICE, an acronym that stands for Asset Limited, Income Constrained, Employed. These individuals and families are working, but living paycheck to paycheck,” says Krystina Kohler, Financial Stability Portfolio Manager at United Way of Greater Milwaukee and Waukesha County. “They lack the means to weather the storm if a financial emergency hits. Programs like YWCA Auto Loan Access give hard-working people like Piper the boost they need to build a successful future for themselves and their families.”

The first day she had her new car, Piper drove past her old bus stop and picked up as many of her co-workers as she could fit. Now she drives them every day to work. They help with gas money and pitch in when Piper needs a repair.

About a year after buying her car, JCPenny pulled Piper’s resume and got in touch. “I interviewed for a regular customer service position, but ended up being hired for a supervisor position,” said Piper.

With a stable job and reliable transportation, Piper thrived. “Since I started, I haven’t missed a single day,” said Piper. “In the past year and a half, I’ve been promoted twice. Soon, I hope to be in a management position.”

Piper no longer worries at the end of each month how she will pay her bills. She encourages her co-workers to use the YWCA Auto Loan Access Program. “I tell everyone: if they can help me, they can help you. As soon as I got this car my life changed.”

[Watch a video about Piper by clicking here.](https://www.unitedwaygmwc.org/Videos)

For United Way donors, Piper has a personal and important message: “This car made me independent, financially stable, and gave me the confidence to put myself out there and get a new job. This car and the support United Way gives to the YWCA’s Auto Loan Access Program motivated me to jump out there! They helped me get my life back.”

Even $1 per pay period can make a difference in the lives of people like Piper. Join me in giving to United Way’s Community Fund, and thank you for your generosity.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 9**

EMAIL SUBJECT: Billy pays it Forward

When Billy was laid off, he benefitted from services at the emergency food pantry at Silver Spring Neighborhood Center located on Milwaukee’s north side. The pantry, which served over 980 children, 660 seniors and 98 veterans last year, is just one of nine food banks United Way’s Community Fund invests in.

Last year, 80% of participants who benefitted from United Way emergency food pantry programs stated they were able to use their money towards other areas of their budget because of the help they received, and 87% felt their families’ 3-5 day food needs were met.

Today, Billy enjoys paying it forward by volunteering at the food pantry to help others.

Read more about Billy [here.](https://www.unitedwaygmwc.org/Stories)

Today 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*

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**Day 10**

EMAIL SUBJECT: Great Things Happen When We Live United

Team,

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

The numbers for this year’s United Way of Greater Milwaukee & Waukesha County’s Community Campaign are 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.

I’m amazed at the generosity and dedication of Company X employees. We rallied together to meet a common goal and that goal is not just about a number, it’s about helping people in our community – people like Myah, Barry, Montrell, Piper, Katrina, 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*

*Insert donation instructions*

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