**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.

**Day 1**

EMAIL SUBJECT: What you can do NOW to strengthen our community.

It’s simple: a gift to United Way’s Community Fund allows you to help more people than a gift to a single nonprofit can.

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 examples of the impact gifts to United Way had last year:

* **98%** of those surveyed in United Way-funded substance abuse and dependency programs felt that their mental health has improved.
* **93%** of youth ages 12+ who were surveyed from United Way-funded youth development programs improved in being on track to graduate from high school.
* **99%** of those surveyed from United Way-funded financial stability programs understood the importance of saving money for the future.

[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.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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

**Day 2**

EMAIL SUBJECT: These preemie twins are thriving thanks to UW

When Shirley and her partner Robert got exciting baby news – they were expecting twin girls! - they started looking for reliable, close-to-home childcare., Then Shirley gave birth to premature twins Faith and Grace, and they knew they knew they would need extra support . United Way program partner Neighborhood House of Milwaukee provided just that..

Faith and Grace struggled with their gross motor skills, like sitting up and swallowing. As they grew, they were behind on developmental milestones like walking and speaking.

Neighborhood House was there to help. At just six weeks old, Faith and Grace were enrolled in the United Way-funded Early Head Start program.

“Early intervention is the most effective way to catch kids up to their peers,” said Jim McLaughlin, education portfolio manager at United Way. “That’s why United Way supports programs like this one at Neighborhood House. There’s a momentum to childhood development – kids who are developing on pace tend to keep that up as they get older.”

“It was so great to have Neighborhood House,” said Shirley. “They answered every question I had. They also provided scholarships for all my kids to participate in Neighborhood House activities when I was struggling financially.”

Eighty-two percent of children in United Way-funded early childhood programs showed improvement in cognitive skills and 90% showed improvement in motor skills.

Now two years old, the girls are walking and have started speech and behavioral therapy to work on their communication.

“I love it here,” said Shirley. “It’s like having a mom, dad, uncle, auntie...it’s an extension of my family.”

Your gift to the Community Fund helps kids like Faith and Grace all over the region 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: I’ll bet you didn’t know UW funds this program…

After losing his job and experiencing a number of health issues, Joseph of Waukesha found himself cooped up alone in his small studio apartment surrounded by junk mail, VHS tapes, and old exercise equipment.

“I had to make a change or I was going to get evicted,” said Joseph.

The task ahead of him was daunting. He would have to sort through years of overwhelming clutter in order to make his apartment livable. For help, Joseph reached out to Catholic Charities’ Hoarding Intervention and Treatment Program, funded in part by United Way.

“Some problems in our community are obvious, but so many problems hide behind closed doors,” said Krystina Kohler, United Way’s financial stability portfolio manager. “Hoarding intervention is eviction prevention and it brings safety to individuals and their families that are suffering in silence.”

Of those participating in United Way-funded behavioral and mental health programs, 92% knew specific steps to help improve their situation.

Joseph is still working on decluttering his apartment, but is making significant progress with the help of Catholic Charities. Joseph’s health has improved and he now regularly sees a therapist to address any ongoing physical and mental health issues.

“If I didn’t have this help, I probably would have died,” says Joseph. “My apartment was a safety hazard, but now it is a place that I like to be.”

Even $1 per pay period can make a difference in the lives of people like Joseph. See how your gift can make a difference by [checking out United Way's Impact Calculator.](https://www.unitedwaygmwc.org/Impact-Calculator)

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 4**

EMAIL SUBJECT: There’s no place like (a safe, stable) home…

Milagro first experienced homelessness when his mother fled domestic violence with her two sons.

In his 20s, Milagro found himself a single father in need of a safe place to live.

“It was hard finding a shelter that would take both me and my daughter - a lot of programs will take mothers and children, but not fathers,” remembered Milagro.

United Way is a proud partner with Milwaukee Project Homeless Connect, an annual one-day, one-stop shop event that brings resources and services to people experiencing homelessness.

Four years ago, Milagro attended Project Homeless Connect as a guest. The event helped him get a copy of his birth certificate and find housing options.

“United Way believes in the potential of every person in our community,” said Krystina Kohler, United Way’s financial stability portfolio manager. “We invest in Project Homeless Connect because it simplifies the overwhelming healthcare, housing, employment, and legal systems and brings them together in one place on one day.”

At the event, Milagro was connected to the Milwaukee Continuum of Care, which works to eradicate chronic homelessness. Soon, Milagro was approved for a federal housing voucher.

Today, Milagro and his family are safely housed. Milagro is now in school and works with the National Youth Forum on Homelessness to help young people like himself in communities across the U.S.

“I have the opportunity to break the cycle of homelessness, and give my family more than I had,” said Milagro. “I want the best for them…I want everything for them.”

You can volunteer alongside Milagro and hundreds of others at the 2018 Project Homeless Connect event in October. [Learn more.](https://www.unitedwaygmwc.org/Project-Homeless-Connect)

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 5**

EMAIL SUBJECT: Amazing resilience…at only three years old.

Gabby has been through a lot, yet nothing seems to slow her down.

Gabby was born premature and spent three months in the neonatal intensive care unit in the Milwaukee area. As an infant, Gabby underwent three heart surgeries, one of which led to complications requiring her foot to be partially amputated.

“We made it work,” said mom, Sara. But Gabby’s parents knew they would need special support.

When she turned five months old, Gabby started physical therapy with the United Way-funded Birth-to-Three program at Curative Care Network. Her physical therapist helped Gabby adjust to tummy time and worked to strengthen her muscles so she could sit up and crawl.

“Before they’re old enough for school, the way kids learn best is by doing and exploring,” said Jim McLaughlin, United Way’s education portfolio manager. “With Curative’s help, Gabby learned to do just that, so that when she finally starts school, she’ll be able to get around just like her classmates to play and learn.”

Of children who participated in United Way-funded support for children and families programs, 90% showed signs of improvement in motor skills.

One year after starting therapy with Curative Care Network, Gabby started to pull herself up on furniture, supported her weight on both legs, and began talking.

Even after having a full foot amputation, Gabby's progress barely skipped a beat. Less than eight weeks after surgery, Gabby began walking independently with the use of a prosthesis.

“She’s amazing,” says Sara of now three-year-old Gabby. “She’s a miracle in every sense of the word.”

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

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**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, 97% of young people surveyed in United Way-funded health education prevention programs stated they knew how to have fun without following others when they were not making good decisions.

Today, 18-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 United Way’s work around drug abuse prevention [here.](https://www.unitedwaygmwc.org/Health/Opiate-Abuse-Treatment-and-Prevention-Initiative)

Your gift to United Way’s Community Fund supports programs that empower people like Isabella to be their best selves. 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: Fostering potential in individuals of all abilities…

Born with Down syndrome, Connor started adaptive swim lessons when he was three years old with YMCA at Pabst Farms, a United Way-funded program partner in Oconomowoc.

United Way funds special programs at YMCA at Pabst Farms, ensuring everyone, regardless of ability, has access to programming like aquatics.

“The Y gives kids like Connor the opportunity to have new experiences and opportunities to make friends, to belong,” said Connor’s mom Brenda. “Having different abilities, Connor doesn’t always get the chance to feel included with other kids.”

“United Way recognizes that inclusive opportunities like those offered by YMCA at Pabst Farms are critical in developing both physical and social skills for children of all abilities,” said Vickie Hay, health portfolio manager at United Way. “Connor’s story is a powerful example of what happens when people with different abilities are given the time, space, and support to thrive.”

Of children who participated in United Way-funded disabilities programs, 94% displayed signs of improvement in motor skills and 90% showed signs of improvement in social skills.

When Connor turned eight, he joined the YMCA’s Special Olympics team and now loves going to practice with his friends.

Brenda is excited about Connor’s future. “The Y is such an inclusive environment. In addition to the teams, you see people with different abilities working here,” said Brenda. “It gives me hope.”

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*

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**Day 8**

EMAIL SUBJECT: Ever needed help to stay healthy…

In August of 2017, the heating and a/c system in Ever’s Milwaukee apartment broke down. Ever tried everything to encourage management to fix it, including an offer to do the work himself. When his heating was still broken in December, Ever moved out of his freezing cold apartment and into his car.

“I was still paying rent because they told me I could get a new apartment when one opened up,” says Ever. “I didn’t know what else to do, and it was hard to keep up with my medications while living out of my car.”

Having struggled with mental illness since childhood, Ever found the help he needed through the United Way-funded Sixteenth Street Community Health Centers. Social Worker Ana helped Ever centralize all of his medical services – including physical and mental health and social support– at one clinic. “Now, Ever has a team around him who work together to address every aspect of his health and wellness,” said Ana.

When Ever told Ana why he was living in his car, she took action – calling and meeting with the management company to advocate on his behalf. When that didn’t work, she connected Ever with Legal Action of Wisconsin.

Research shows that social determinants of health - like access to housing, quality education, employment, nutrition, and transportation - have an even greater impact on length and quality of life than clinical healthcare alone.

In March of 2018, Ever moved out of his car and into a new apartment. Now, he is back in his routine of taking his medication, and meets with his doctors and Ana regularly.

“I feel wonderful!” says Ever.

Join me in making sure Ever and many more people in our community have access to the resources and advocates they need to be healthy and successful.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

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**Day 9**

EMAIL SUBJECT: Overcoming fears and exploring STEM careers

Jennifer loved almost everything about her engineering and robotics classes at Oconomowoc High School. What she didn’t love, though, was that she was the only girl.

“My female friends always told me they were interested in engineering and robotics,” said Jennifer, “but I never saw them taking a chance and coming in to learn with the guys.”

A longtime Girl Scout, Jennifer wanted to achieve the prestigious Girl Scout Gold Award. To do so, she had to plan and implement an innovative “Take Action” project.

Jennifer developed “Girls Night in the Shop,” which invited female students into the school’s machine shop to learn how to operate machinery and CAD software to create items they could take home and show off.

“They loved it!” said Jennifer. “I could see them becoming empowered by their new skills. They flourished!”

Of young people like Jennifer that participated in United Way-funded youth development programs, 86% said they knew activities they could do to make a difference in their communities.

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!!

Our participation in this year’s United Way of Greater Milwaukee & Waukesha County’s Community Campaign has been 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 Gabby, Milagro, Connor, 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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