**United Way Email Campaign**

**5 Day/1 Week**

**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: 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*

Hear more United Way success stories like the one above - [sign up](https://www.unitedwaygmwc.org/Newsletter) for the monthly United Way newsletter.

**Day 3**

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*

Hear more United Way success stories like the one above - [sign up](https://www.unitedwaygmwc.org/Newsletter) for the monthly United Way newsletter.

**Day 4**

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 5**

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 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 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*

Hear more United Way success stories and learn how your gift is having an impact- [sign up](https://www.unitedwaygmwc.org/Newsletter) for the monthly United Way newsletter.