



2025 Campaign Email Templates for ePledge

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Areas highlighted in yellow should be customized for your campaign.

Announcement: The Campaign is Coming

This email will serve as a test to ensure emails from United Way are getting through your email server to your employees.

To: All Employees

From: Campaign Leader

Suggested Date: 2 weeks before the campaign kicks off

Subject Line: Mark your calendar: Our United Way campaign is coming!

Get ready for this year's United Way fundraising campaign at [Company Name Here]!
The campaign will start on [insert date here] and wrap up on [insert date here].

This year, our campaign will feature:

- [Include a list of special events, meeting dates, volunteer opportunities, special incentives, etc.]

Helping me lead this year's campaign is [list your planning committee members here].

Watch for more details as our campaign approaches!

[email signature]

Campaign Kickoff: CEO Endorsement

If you are conducting an email-only campaign, include a link to our campaign video at www.unitedwayplains.org/united. If you are hosting virtual or in-person meetings, the video will be shown as part of the presentation.

To: All Employees

From: CEO

Suggested Date: First Day of the Campaign

Subject Line: United is the way to change lives

At [company name here], we believe in giving back to the community where we live and work. That's why I'm proud to support our friends at United Way of the Plains – and I'm inviting you to join me.

Every day, United Way – with the support of community-minded partners, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive. In addition to investing in 79 local nonprofit programs, they provide 16 direct services, including:

- **211 Information and Referral Service** that connects Kansans facing crisis and uncertainty to resources in their local community to meet their needs.
- **Free Tax Filing Services** to help low-to-moderate income households retain more of their hard-earned money and access valuable tax credits that will help extend their budget.
- **Dolly Parton's Imagination Library**, which mails free books monthly to preschool children to help them develop a love of reading before they start school.
- **Bank On ICT**, a coalition of financial institutions, community organizations, and local government entities led by United Way, which is working to connect individuals with safe and affordable banking services.
- **Veterans Ride Free**, a collaboration with City Transit and the Robert J. Dole VA Medical Center that provides free rides on city buses for veterans.

I hope you will attend our **United Way campaign kickoff meeting on [date] at [time]** in **[location]** to learn more about how we can create transformational impact in our **community together**. Be thinking now about how you can make a one-time or recurring gift to support our neighbors through United Way.

United is the way we create a better future for all.

[email signature]

Invitation to Give

To: All Employees

From: Campaign Leader

Suggested Date: After campaign kickoff meeting

Subject Line: United is the Way

Hey team!

We hope you were inspired by our meeting with United Way and ready to help our neighbors in need. **Make your gift now.**

[Include instructions here about how to access your ePledge giving site].

Be sure to complete your pledge by **[DATE]**.

United is the way we create a stronger future for all.

[Email Signature]

Touchpoint: United is the Way

To: All Employees

From: Campaign Leader

Suggested Date: After campaign kickoff meeting

Subject Line: United is the Way

Today, many of our neighbors are working hard to overcome barriers and get ahead. Together with supporters like you, United Way is connecting people to the opportunities they need to reach their potential and make our community a place where everyone can thrive. No challenge is too big for us when we work together.

United is the way to a healthier community.

United is the way to youth opportunity.

United is the way to financial security.

United is the way to community resilience.

United is the way to a stronger future for all.

Now's the time to make your pledge. [Include instructions here about how to access your ePledge giving site]. Be sure to complete your pledge by **[DATE]**.

[email signature]

Touchpoint: Why United Way

To: All Employees

From: Campaign Leader

Suggested Date: During your campaign

Subject Line: What happens when you give \$1 to United Way?

Did you know that when you donate \$1 to United Way of the Plains, they turn it into **\$2.41 worth of impact?** Last year alone, with the help of partners, volunteers, and donors like you, United Way of the Plains was able to:

- generate more than **\$4.8 million in grants** for literacy, homelessness, financial stability, and more.
- coordinate **17,569 hours of volunteer service** through the [United Way Volunteer Center](#) – a value of \$588,369.
- bring **\$7.4 million in tax refunds** back to low-to-moderate income households through United Way's [Free Tax Filing Services](#), helping them cover essential expenses while boosting our local economy.
- ensure **X,XXX** of our neighbors had access to vital medications with less impact on their budget through a partnership with [SingleCare Prescription Discount Card](#).
- distribute **\$3.27 million worth of donated products** to nonprofits for free through United Way's [Give Items of Value Warehouse](#).

You can join United Way to help tackle the biggest problems in our community. No challenge is too big to take on if we work together. When people unite to take action, transformational change is possible. **United is the way to a stronger future for all.**

Don't forget to complete your pledge card and return it to [details here] by [date here]. [Include instructions here about how to access your ePledge giving site].

[email signature]

P.S. Want to learn more about the impact generated by your gift? Check out United Way's [2024 Impact Report](#).

Touchpoint: Making a difference is easy

To: All Employees

From: Campaign Leader

Suggested Date: During your campaign

Subject Line: Making a difference is easier than you think

From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is mobilizing our community to action so all can thrive. A gift of any size helps build a future where every person can reach their potential:

- For the average price of a latte, **\$5 per week** provides **one** youth facing adversity with a mentor to help them realize their potential and build their future.
- For the average price of a car wash, **\$10 per week** connects Kansans facing crisis with resources **176** times to address their needs and set them on a course of success.
- For the average price of movie tickets, **\$25 per week** provides **39** uninsured and low-income patients with specialized medical care.
- For the average price of dinner out, **\$50 per week** helps **24** individuals experiencing homelessness with case management and resources to secure and maintain employment.

I hope you will join me in supporting our neighbors through United Way at a level that's right for you. As you can see, a gift of any size makes an impact.

If you haven't already done so, return your pledge card to **[date and details here]**.

[Include instructions here about how to access your ePledge giving site].

[email signature]

Final Reminder

To: All Employees

From: Campaign Leader

Suggested Date: Day before pledge cards are due

Subject Line: Don't forget! Our United Way campaign wraps up tomorrow!

Don't forget! **[Date here]** will be the last day for our 2025 United Way employee giving campaign. Be sure to return your pledge card to **[name here]** to be included in our prize drawing for **[include details here]**.

[Include instructions here about how to access your ePledge giving site].

United is the way we create a stronger future for all!

[email signature]

Thank You: General Campaign Wrap Up

To: All Employees

From: Campaign Leader

Suggested Date: Day the campaign wraps up

Subject Line: **[Company Name Here]**, thank you for your impact!

Join me in celebrating the success of our 2025 United Way employee giving campaign! I'm thrilled to report...**[Customize the following bullet points with specific highlights from your campaign.]**

- **[Company Name Here]** employees gave **\$[dollars pledges]** to United Way, exceeding our goal of **\$[dollar amount]**.
- **[Participation rate]%** of **[Company Name Here]** employees supported the campaign
- **[Company Name]** employees contributed more than **[number of volunteer hours]** volunteer hours during the campaign.
- **[Employee name]** won **[list top incentive here]**

United is the way **[Company Name Here] is changing lives and transforming our community!**

[email signature]