

2016-2017 Campaign Contact Guide

Sample Pre-Campaign Letter

Dear Fellow Employee:

Last year, [insert company name] employees came together to make a lasting impact on our community. Thanks to you, we raised more than \$[amount] for our neighbors in need through United Way. Our contributions were invested in a network of vital local programs that

- helped people in crisis meet their basic needs,
- prepared more children to succeed in school,
- equipped more hardworking families to become financially secure,
- improved the health of individuals of all ages.

One easy gift to United Way accomplishes all of this. When you support United Way, you are helping to create a stronger, healthier community and a brighter future for all. Together, when we LIVE UNITED, we are able to make a more powerful difference than any of us could alone.

Sample Pre-Campaign Voicemail

[insert company name]'s 2016-17 United Way Campaign will be kicking off in just a few weeks. You will receive details about the campaign events soon. I hope you will support these efforts by making a decision to increase your contribution this year or participate for the first time. Remember, you are not simply giving a gift. You are making a powerful investment that stays local to help your friends and neighbors right here at home. I look forward to our participation in this year's United Way campaign. Together we can improve lives and create the change we want to see for our community.

Sample Pre-Campaign e-mail

Pre-Campaign Email Subject: An ordinary word with extraordinary power

Body: Community.

The threads that link us as members of a community cause our lives to be intertwined. When one person suffers, we all hurt. When one person succeeds, we all benefit. That's why [insert company name] participates in the United Way Campaign. When we combine our efforts and our contributions, we create a larger pool of resources to help our community in the areas that matter most.

Thanks to you, last year we raised more than \$[amount] for local individuals and families through United Way of the Greater Capital Region. Our contributions were strategically invested

in 90 local programs that helped people meet their basic needs and improve their education, income and health. These are the building blocks we all need for a good life and they are the cornerstones of a strong community.

Every year, we partner with United Way to give hope to people throughout our community. By doing so, we accomplish far more together than we ever could alone. Our 2016-17 United Way Campaign will be kicking off in just a few weeks. You will receive details about the campaign events soon. I hope you will consider increasing your contribution or contribute for the first time so we can improve more lives this year and make our community a better place to live, work and raise a family.

Sample Campaign Kickoff Letter

Dear Fellow Employee:

When we unite, we become a powerful force that makes our community stronger, safer and healthier for our families and neighbors. When you invest in the United Way of the Greater Capital Region, you become a partner in improving lives and helping to support a vital network of local health and human service programs that touch the lives of thousands of Capital Region residents. I encourage you to support these efforts. Please join me in making our community a better place to live by making a contribution through our United Way Campaign. Thank you in advance for investing in improving lives and making a powerful impact not just for today, but for tomorrow and for generations to come.

Sample Campaign Kickoff Voicemail

Today marks the beginning of our 2016-17 United Way Campaign. [Insert company name] partners with United Way of the Greater Capital Region to provide solutions to our community's most critical human care needs. We appreciate your participation. Help us reach our goal of [insert company goal]! Every single dollar is an investment in improving lives. Working with United Way, we combine our dollars and our efforts so to achieve more than we could alone. Thank you.

Sample Campaign Kickoff email

Subject: Help us advance the common good.

Body: [insert company name] is proud to partner with United Way to provide solutions to our community's most important issues. Through the United Way Community Care Fund, we become an integral part of solving the most critical human care needs in our community. Please consider attending one of the workplace campaign meetings that we have scheduled. You will have the opportunity to make an informed decision on how to best invest in our community. Please consider giving to United Way's Community Care Fund through payroll deduction. It's the best way to do the most good in our community!

Sample Mid-Campaign Report Letter

Dear Fellow Employee:

We are halfway through our 2015-17 United Way Campaign. If you have already made your pledge, thank you. Your contribution gives hope to tens of thousands of people. If you have not made your pledge yet, you have [X] days left.

We are [insert dollar amount or percentage] away from our goal of [\$amount] and we need your help. [Insert company name] partners with United Way of the Greater Capital Region to provide hope in our community. Your contributions fund a vital network of health and human service programs in our community. These contributions help children enter school ready to succeed, individuals gain and maintain employment and people in crisis move toward stability and a brighter future.

By investing in United Way's Community Care Fund, you make a powerful difference across our community with a single gift. Please consider making a generous pledge to United Way. The easiest and most effective way to donate is through payroll deduction. Please fill out your pledge form today. Thank you for investing in our community through the United Way!

Sincerely
CEO

Sample Mid-Campaign Voicemail

We are halfway through our 2016-17 United Way Campaign and have already raised [insert dollar amount here]. We are counting on everyone's support to reach our goal of [insert amount here]. [Company name] is proud to partner with United Way of the Greater Capital Region in providing solutions to the Capital Region's most critical human care needs. Make your contribution today to help us tackle the issues that matter most...to help people who need it most.

Sample Post-Campaign Thank You and Results Letter

Dear [Employee name]:

Thank you for supporting our community through the United Way campaign! Our 2016-17 United Way campaign has been a great success! Thanks to your effort, our neighbors in need will receive help for today and hope for tomorrow.

On behalf of your co-workers, our community and I, thank you for your generosity. Your contribution helps provide solutions to the most critical needs in our community and improves lives every day.

On behalf of the thousands of people who turn to United Way each year, thank you once again for generous support.

Sincerely,
CEO

Sample Post-Campaign Thank You and Results Voicemail

We made it! We reached our goal for [name of company]'s 2016-17 United Way of the Greater Capital Region Campaign. Together, we raised [insert dollar amount] for local human care programs and initiatives in our community. Your generosity means that countless recipients of United Way-supported services such as food pantries, shelters, job training, after-school programs, safe havens from domestic violence and more, are able to live with dignity, hope and new opportunities for a bright future. Thank you for making a difference.

Sample Post-Campaign Thank You and Results email

Thanks to you... [Insert company name] is making a powerful difference in our community. [Insert company name]'s 2016-17 United Way Campaign was a huge success. Together, we have raised more than [insert dollar amount] to help people make their basic needs and improve their education, income and health. These are the building blocks we all need for a good life and they are the cornerstones of a strong community. On behalf of the thousands of people helped by United Way and assisted by your contributions, thank you! For year-round information on how your gift to United Way is making an impact, visit www.unitedwaygcr.org.

LIVE UNITED



**United Way
of the Greater Capital Region**