

# SAMPLE COMMUNICATIONS

*Sharing United Way's message just got easier.*

These sample emails can be used as is or adjusted to fit your needs. If you need help with other language, email Maggie Gray at [mgray@uwbv.org](mailto:mgray@uwbv.org).

## Message of Support from CEO

**Subject:** We care about our community!

Did you know that United Way is the leader in funding human service programs in our community? Did you know that volunteers distribute the money raised by United Way? And that local partner programs must meet strict criteria for funding?

Last year, employees at **[COMPANY]** raised **[\$]** to strengthen our region through United Way. The gifts made here at **[COMPANY]** helped over 50,000 people, including feeding the hungry, teaching children with developmental disabilities, sheltering families, and medical services to the uninsured.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way, and **[COMPANY]** offers you the ease of payroll deduction to donate to United Way.

***[Include corporate gift, match and/or incentive information here.]***

Please take time to learn more about how United Way is making our community a better place to live at [www.uwbv.org](http://www.uwbv.org), and consider joining me and many other employees who pledge a gift.

Sincerely,

**[CEO Name]**

## Kickoff Communication from IC

**Subject:** Kicking Off our United Way Annual Campaign

The past few months have been unprecedented. We are experiencing a global crisis that is having real consequences on each of us and our friends, family, and local communities. The COVID-19 pandemic comes at a time when thousands of families were already in need of basic essentials, access to health programs, and resources for economic mobility.

There has never been a time when the services provided by United Way and their 22 Partner Agencies have been more critical. We want to respond to this need and raise even more money than last year, when our company collectively contributed **[\$]**. This campaign is a chance to improve the lives of everyone who calls the Brazos Valley "home."

During the next few weeks, you will learn how United Way fights for the health, education and financial stability of everyone in our region. For example, did you know that a \$1/week (\$52 donation) provides meals for a week to 17 families? Or that \$20/week ensures 208 babies receive their very first book? Any gift you make plays a major role in supporting local people in need. **Every dollar counts!**

Campaign kicks off on **[Date]**. I hope you will join me in supporting United Way and their partners.

Sincerely,

**[IC Name]**

## Campaign Reminder from IC

**Subject:** Every dollar counts!

When it comes to supporting people through United Way-funded programs, **every dollar counts!** Nowhere else can one gift reach so far. United Way provides financial support to 22 Partner Agencies and serves over 50,000 people every year. United Way makes the most of every dollar you donate by investing in proven programs right here in the Brazos Valley. Watch these brief videos to hear what your dollars can do:

- **[Link to Partner Agency Video Tour]**
- **[Link to Partner Agency Video Tour]**
- **[Link to Partner Agency Video Tour]**

I choose to support United Way because I know that every dollar I give is making the biggest possible impact on local neighbors. I hope you will consider joining me through a donation. Don't forget to make your gift by **[DATE]**.

Thank you,  
**[IC Name]**