

### Sample Emails and Letters

Emails and letters endorsing your campaign should be personalized as much as possible, sending a clear message that the campaign, as well as the individual employee, is important. The following are sample messages encouraging participation *and* thanking employees at the end of the campaign. Ask your CEO to sign them to encourage participation from the top!

***Send a message like this a week before your campaign begins:***

#### **Message #1**

The spirit and leadership of the employees of our organization are well recognized in the community. We have never been content with just following along, but have taken the initiative in setting the pace for others.

Within a few days, you will be given the opportunity to help create a better future for our friends, our neighbors, and our entire community through United Way.

In support of this very important campaign, you will be asked to attend a United Way presentation and be offered the opportunity to pledge. Your contribution is a personal decision, but I hope that you will recognize the need for your support.

Through our payroll deduction plan, you have a convenient, easy and practical way to make your contribution. I have made a pledge to United Way, and I hope you will give strong consideration to doing the same. When we help United Way, we really help ourselves, as well as others. Together, we get results no one could accomplish alone.

#### **Message #2**

We all win when a child has a head start on quality education that leads to success in future jobs, when individuals have enough income to support a family through retirement, and when we all enjoy good health. These are benefits that ripple out to the whole community.

United Way of the Greater Seacoast's goal is to create long-lasting changes by addressing the underlying causes of problems – not just addressing the symptoms – to do more than help people lining up for social services – to shorten the lines.

- \* United Way and its partners are working so that families who couldn't otherwise afford it have access to safe, high-quality early learning opportunities so their kids can have a brighter future.
- \* They're helping working lower-income families claim the tax credit dollars they deserve, increasing their income and providing them with better opportunities to save money and build assets.
- \* And they're helping create opportunities for better health by improving transportation for people who need rides to medical and other social service appointments so they can find care before it becomes an emergency.

**Living united** means being a part of the change. It takes everyone in the community working together to create a brighter future. Together, we can accomplish more than any single group can on its own.

I'd like to ask you to think of me before me and do what you can to give, advocate and volunteer. To LIVE UNITED. Go to [www.uwgs.org](http://www.uwgs.org) to learn more.

### **Message #3**

All of us have been touched, either personally or through someone we know, by the issues most affecting our community. How many of us have struggled to buy a house? Or navigated the challenge of adjusting our schedules to be able to care for an aging parent's needs? Or know a family that has been destroyed by substance abuse? Or faced the frightening prospect of a medical emergency with no – or not enough – health insurance?

United Way of the Greater Seacoast is working, not only to help people with needs today, but to eliminate those needs in the future by finding the root causes and then creating long-term solutions.

We're lucky to be part of such a great community. By working together with the United Way, we can make it even better for all of us who live and work here.

When you give to the United Way, it's an investment in our community.

### **Message #4**

How much is your car worth to you?

How much do you spend on gas? Repairs? Monthly payments?

**What if your ability to drive were taken away – how much would your car be worth to you then?**

It's easy to take for granted how we get ourselves around every day – to and from the office, to meet friends for lunch, to the grocery store or the doctor. But for so many older adults and people with disabilities, sometimes getting around at all isn't possible.

United Way is working on solutions to that problem – starting with getting people to work together to coordinate and share resources, volunteers and vehicles – to make it easier for those who need rides to get them.

Thanks to United Way, I see a future where my friends, family and I will be able to continue living life to the fullest, even if we could no longer drive.

I hope you'll join me in making an investment in our community today.

Together, we get results no one could accomplish alone. That's the United Way.

Want to learn more about what United Way is doing? Go to [www.uwgs.org](http://www.uwgs.org).

***Send a message like this to thank employees once your campaign is complete:***

**Dear Fellow Employees:**

I am so proud to be a part of this incredible community, and prouder still to work with so many like-minded people committed to making the community we share even stronger. Your investment in our community through your United Way contribution will go far to create a better future for all of us.

Thank you joining me during this year's United Way campaign. Together we will get results that no one could accomplish alone.

**Dear Fellow Employees:**

Thank you for helping make our United Way annual campaign a great success! With your support, United Way is here for you, your family, your friends and your neighbors. Every single dollar helps.

By participating in the campaign you have helped unite us in our effort to make a real and lasting difference in our community. Your tremendous spirit and compassion for our neighbors empowers us to accomplish great things together. Thank you for your generous support and investment in building a better community for all of us.