



# Email templates for your campaign

## Pre-Campaign | Management letter of support

*Have a member of your executive team send out this announcement 1-2 weeks before your campaign kickoff.*

Subject Line: Show your local love with our United Way campaign

**JOIN**  
our United Way  
campaign!



Dear «Name»,

We're gearing up to take action and give back to our community with «Company»'s 2022 United Way campaign, running from «date» to «date». This year, we're asking you to show your local love and create ripples of positive impact in your community.

United Way of Northern BC brings people together to solve complex social issues and improve local lives. United Way shares our corporate values, believing everyone should be afforded equitable opportunities to reach their full potential, kids deserve the support they need to get a great start in life, and strong communities are vital to a great community. Last year, United Way funding directly helped over 46,900 individuals across Northern BC to build better lives, positively affecting more than 100,000 people in the region. With your support through our campaign, United Way can help even more people access the opportunities they need to thrive—in turn strengthening our community.

I personally support United Way because «X». I encourage you to participate in our campaign by attending events, volunteering, and making a financial contribution.

This year, our company goal is to have «X» per cent participation and raise «\$X». For every dollar that you donate, «Company» will match it with «\$X», helping your donation create greater community impact. All donations raised through our campaign will stay local.

Our campaign will kick off on «Date and Time» at «virtual link/location». I look forward to seeing you there! You will receive more campaign details from our Employee Campaign Coordinator «<<name>>» prior to our kickoff. If you have any questions regarding the campaign, please reach out to «<<name>>» or visit «<<company's online engagement/intranet site>>».



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Thank you for uniting to show your local love and improving lives across your community. I look forward to a fun-filled, impactful United Way campaign!

United, we truly make the biggest difference.

Sincerely,

«Executive Signature»



# Email templates for your campaign

## Pre-Campaign | Getting the word out

*Send this email to all staff one week before your campaign kickoff to alert them of upcoming events.*

Subject line: Upcoming events for our United Way campaign

**GET  
INVOLVED**  
with our United Way  
campaign!



Dear «Name»,

On «date», our company will be kicking off our United Way of Northern BC campaign, and we would like to invite you to join us to show your local love!

Our involvement in this Northern BC campaign is integral to creating lasting social change as we look to overcome poverty, help kids succeed, and build strong communities.

Our United Way campaign will run from «date» to «date» and will feature plenty of activities—check out our calendar below! You can get involved by attending educational sessions, volunteering, participating in special events and contests, and by making a personal donation.

«Calendar event listing—include dates donations must be in to take advantage of your corporate match»

Please join us to learn more about United Way's work and our upcoming campaign. We will meet to kick off on «date» at «time» in «virtual link/room». Please RSVP by registering online at «registration link/name/email address».

Thanks, and we look forward to seeing you there! United, we make the biggest difference.

Sincerely,

Your United Way campaign committee:

«Names»



# Email templates for your campaign

## Campaign Week | Morning of your kickoff

*Have a member of the executive team send this email to all staff to remind them of your campaign kickoff.*

Subject line: Today is the day!

**CAMPAIGN  
STARTS  
TODAY!**



Good morning **«Name»**,

Today is the day **«Company»** kicks off our 2022 United Way campaign.

United Way of Northern BC brings together donors, corporations, agencies, and government to solve complex social issues and positively affect the lives of 1 in 3 people across the region.

Join us today at **«time»** at **«virtual link/location»** for our kickoff celebration to learn about United Way's work and discover the many ways you can get involved.

This year, our company goal is to have **«X»** per cent participation and raise **«\$X»**. **«Company»** will also match donations made with **«\$X»**, helping your donation create greater community impact.

Together, we can show our local love and create lasting social change as we help people overcome poverty, help kids succeed, and build strong communities. United, we truly make the biggest difference.

I look forward to seeing you there!

Sincerely,

**«Executive Signature»**



# Email templates for your campaign

## **Campaign Week | Fast Facts**

*Use these quick stats in daily emails, or to post on your intranet/social media sites.*

### **POVERTY | THE NEED**

- Since the pandemic, it has become more difficult for people to access basic needs like food, shelter, and personal hygiene items.
- 1 in 10 people in Northern BC live without enough money for food, shelter, and other basic needs.

### **POVERTY | YOUR SUPPORT**

- Supporting United Way ensures local people can meet their basic needs, stabilize their income, and access meaningful employment opportunities.

### **KIDS | THE NEED**

- 1 in 4 kids in Northern BC are not developmentally ready for kindergarten.
- In Canada, only 1 in 5 kids who need mental health services receive them. And 70% of adults with mental illness indicate their symptoms first emerged during childhood and adolescence.

### **KIDS | YOUR SUPPORT**

- Your donation to United Way helps kids reach developmental milestones, access mental health supports, finish high school, and build successful lives—from early childhood to young adulthood.

### **COMMUNITIES | THE NEED**

- Since the pandemic, there has been increase in mental health stressors for many people, with job loss, social isolation, and access to basic needs—many of which people are experiencing for the first time.
- 1 in 3 people in Northern BC don't feel like they belong in their community.

### **COMMUNITIES | YOUR SUPPORT**

- United Way creates a foundation for strong communities by investing in services and supports that strengthen and connect all residents, enabling thriving, inclusive, and vibrant neighbourhoods where everyone feels they belong.



# Email templates for your campaign

## Campaign Close-Out | Thank you email

Send this email after campaign week to celebrate your successes and thank employees.

Subject line: We did it! Together, we are improving lives!

# THANK YOU

for helping to create a better  
tomorrow for your community



Dear «Name»,

Thank you to everyone who came together to show your local love and create ripples of positive impact in our community! United, we are making a difference—as a group, we raised an amazing «\$X» during our United Way campaign and reached «<<X>>» per cent participation level. In addition, «X» per cent of employees gave their time and talents to this campaign. We are so proud of the caring community within our organization and commitment to helping others in need.

Your generous donations will support those where we work, live, and play. Because of you, individuals and families in your community will be able to access the support and opportunities they need to thrive.

A special thanks to our 2022 volunteers for their time and efforts:

«Names and roles»

We hope you had fun with this year's campaign and enjoyed the opportunity to learn more about how our efforts are contributing to a resilient and caring community where everyone thrives.

On behalf of «Company», United Way of Northern BC, and your peers in the community whose lives continue to be positively impacted by your generosity—thank you for showing your local love!

Sincerely,

Your United Way campaign committee:

«Names»