**Upcoming Campaign Email**

Subject: Join us in helping our community

Good Morning/Afternoon,

The best way to improve lives on the Peninsula is for all of us to work together. That’s why [Company Name] is asking everyone to join this year’s United Way of the Virginia Peninsula’s campaign.

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of the Virginia Peninsula is doing to help the community and how you can make an impact. As this year’s coordinator, I’ll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community.

Your donations help fund:

* Emergency shelter for those experiencing homelessness
* Access to affordable quality childcare and early education
* Quality afterschool and out-of-school time programs so parents can work
* Emergency rent, utilities and other financial assistance
* Affordable healthcare
* Adult life skills training
* Heathy food for those in need
* And **so much more!**

Together we can connect our community to help and hope. Can our community count on you?

Be on the lookout for information on how you can donate or pledge starting [insert date].

Best,

**Kickoff**

Good Morning All,

Five years ago, United Way of the Virginia Peninsula announced their ambitious goal to our community to move 10% of households out of poverty by 2023. At the time, **43%** of households on the Virginia Peninsula were facing poverty related hardships- this was not a small task. We have faced many challenges during that time, from a global pandemic, to natural disasters, an ongoing housing crisis and the Great Resignation.

Through great and unprecedented trials, Hampton Roads prevailed. United Way’s unique network of partners, including *(insert company name)*, kept fighting for our community, and today it gives me great pleasure to announce that United Way met that 2023 goal!

The fight to end poverty continues, and we humbly ask for you to join us by contributing to our 2023-2024 United Way Workplace Campaign. Remember, **100%** of all donations to United Way of the Virginia Peninsula go straight to **our** community.

Today until *(insert campaign end-date)*, you can make a gift to United Way of the Virginia Peninsula using the link here: *(insert link to epledge form)*

Paper pledge forms will also be available *(location/ special instructions)* and can be turned into me, *(insert campaign coordinator name),* by *(insert campaign end-date)*.

To learn more about United Way’s impact in our community and how to get more involved, you can reach out to me directly, or visit [www.uwvp.org](http://www.uwvp.org).

Please be on the lookout for our upcoming campaign activities (*or insert/attach campaign event details*). On behalf of all of those who will be helped because of your support, THANK YOU!

In Kindness,

**Campaign Kickoff** (Had a previous campaign)

Subject: Build a better tomorrow, starting today

Good Morning Team,

I’m excited to announce that today marks the start of our 2023/24 United Way Workplace Giving Campaign!

We are excited to continue [Company Name]’s proud tradition of giving back to the community through United Way of the Virginia Peninsula.

Last year, we raised [$XX,XXX] through our campaign and XX% of employees participated . This year, we hope to do even better by reaching a goal of [$XX,XXX or XX% participation] and make a positive impact on the Peninsula. Beginning today [DATE], you will have the opportunity to give.

Thanks to the United Way of the Virginia Peninsula Board of Directors, 100% of your donation goes back into the community, ensuring YOUR entire gift goes towards helping those in need.

Pledges and donations can be made using the link below:   
[insert link]

If you prefer to give using a paper pledge form, they are available to pick up at [instructions] and can be returned to me upon completion.

Best,

**Mid-Campaign Check-In: ALICE**

Good Morning All,

Thank you so much to those who have already made your pledge to our 2023-2024 United Way Workplace Campaign, we have *(weeks/days until campaign close)* to go! We are overwhelmed by your kindness and generosity, and I am thrilled to share that we are *(fraction or percentage to company/department goal)* to our (insert *company / department)*’s goal!

You might be asking yourself, *who is this helping in our community?* United Way fights for the health, education, and financial stability of every person in our community, with special attention given to the often-forgotten ALICE population. **ALICE** is an acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, yet **E**mployed. They make “too much” to qualify for government assistance, but not enough to meet basic household needs for their families. ALICE is forced to make difficult choices, whether to pay their rent or utility bills, or to buy food or their prescriptions.

We live and work with ALICE every day. ALICE is our neighbor, our friend, our seniors, our single parents, and recent graduates who are struggling to make ends meet. ALICE could be your mechanic, your nurse, your colleague.

You can support ALICE on the Peninsula by contributing to our campaign today! No gift is too small- if you think you can’t make a difference, take a look at these statistics provided by United Way and their partner agencies:

* **$5** can provide **10 hygiene kits** for our neighbors without shelter.
* **$15** can provide a **30-day supply of test strips** for a patient with diabetes.
* **$25** can provide **tub/shower** **safety handles** to assist a physically challenged person.
* **$30** can provide a **GED test** for an individual trying to build a better career.

Will you join us and LIVE UNITED for ALICE?

Donate to our 2023-2024 Workplace Campaign today: *(insert epledge link)*

For more information about ALICE on the Virginia Peninsula, visit [www.uwvp.org/alice](http://www.uwvp.org/alice)

In Kindness,

**Mid-Campaign** (Short)

Subject: We’re Halfway There!

We are at the halfway point of our United Way campaign. Thank you to everyone who has already pledged or donated, we are currently at (current amount to goal). By supporting United Way, we are not only taking a stand against poverty, we are building a community where all families have the opportunity to thrive.

If you have not already done so, you can give by using the link below:   
[insert link]

If you prefer to give using a paper pledge form, they are available to pick up at [instructions], and can be returned to me upon completion.

Best,

Final Reminder

**Last Call**

Subject: Time is Running Out

Tomorrow is the final day of our United Way Campaign. Already, [PARTICIPATION RATE]% of your colleagues have added their name to the list of [COMPANY NAME] employees dedicated to improving the lives of our neighbors in need.

I feel truly humbled to work among a group of people who are committed to making a difference in our community.

United Way of the Virginia Peninsula connects businesses, local nonprofits, and social service agencies to create solutions that help move families out of poverty. You can help be a part of the solution by supporting United Way’s work in our community.

Together we can help make our community better! If you have not already done so, you can give by using the link below:

[insert link]

If you prefer to give using a paper pledge form, they are available to pick up at [instructions], and can be returned to me upon completion.

Thank you for changing the lives of our neighbors in need.

Best,

**Campaign Close**

Hello Everyone,

As our 2023-2024 United Way Campaign comes to a close, I would like to personally thank you for your generous contributions. It gives me great pleasure to share that *(insert company name)* raised a total of **$X,XXX** for our community!

Time and time again, you have embodied our company’s core values by coming together and showing that we truly are a family here at *(insert company name).* Thanks to your kindness and generous donations to our campaign, countless lives on the Virginia Peninsula will be changed for the better.

United Way of the Virginia Peninsula has year-round volunteering opportunities with their nonprofit partners in need. Please reach out to our United Way staff contact, (insert UW staff contact info) or 757-229-2222 for information about how to get more involved on the Peninsula. Thank you again for your participation in our 2023-2024 Campaign. Our neighbors appreciate your hard work more than you know!

In Kindness,

Thank You

Hello Everyone,

As our United Way campaign comes to a close, I want to personally thank you for your contribution. I am so excited to share that we raised a total of **$X,XXX** to support our local community! Insert which statement applies (I’m happy to announce we reached our goal/ I’m happy to announce that we exceeded our goal by $XXX/ Sadly we didn’t reach our goal, but your donation will still help so many and I know we can reach our goal next year.)

We should all be proud of our combined efforts to help United Way create a better life for our friends and neighbors struggling with poverty. By donating, United Way can utilize our community’s most impactful resources to meet the greatest needs.

On behalf of United Way of the Virginia Peninsula and their community impact partners who will be able to assist those in need because of your generosity, THANK YOU for supporting [Company Name]’s 2023/24 United Way campaign.

Want to stay connected with United Way of the Virginia Peninsula throughout the year?

Learn more about what United Way of the Virginia Peninsula and their partner agencies do to meet the needs of our community by visiting <https://www.uwvp.org/>, or view local volunteering opportunities at <https://volunteerpeninsula.galaxydigital.com/>

Best Regards,