**Kickoff:**

**Subject: Give through the United Way Campaign Today!**

Hello Everyone,

Our 2021/22 United Way campaign begins today, and we hope you will join us as we raise money to help our friends and neighbors in need across the Virginia Peninsula.

When you donate to United Way during this campaign, **100% of your donation** goes back into the community! Thanks to the United Way of the Virginia Peninsula Board of Directors, no administrative fees will come off of your gift to United Way or its partner agencies, ensuring YOUR entire gift goes towards helping those in need.

Why United Way you ask? When an individual or a family faces a hardship, it usually takes the expertise of multiple agencies to find them the help they need. This is where United Way comes in – to bridge those resources, and find solutions to solve the entire issue. By donating to United Way, you can be confident that your gift provides the programs and services our at-risk neighbors need to overcome the cycle of poverty.

I am confident the (Company Name) team can make a significant impact in our community. Poverty is an issue that touches all of us. By giving, advocating, and volunteering, your contribution to this campaign – no matter how big or small - improves the lives of our neighbors in need, and reminds us all that we are connected in kindness!

Pledges and donations can be made using the link below:

*Visit:* <https://uwvp.force.com/s/campaign-management> *to Copy/paste your company’s ePledge form here*

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.

On behalf of those who will be helped because of your contribution, THANK YOU for your gift!

Best,

**Mid-campaign:**

**Subject: Please Join In Supporting United Way!**

Dear Colleagues,

As employees of (Company Name) and caring citizens of this community, we share a common hope for the Virginia Peninsula to be a thriving place where everyone has the opportunity to live a safe, stable and successful life. United Way of the Virginia Peninsula’s annual campaign offers us the most effective and efficient way to support that community vision and I hope you will join in making a donation.

Your donation helps our friends and neighbors who are working hard - usually working 2 or more jobs - yet still struggle to make ends meet. United Way calls this population ALICE. ALICE stands for Asset, Limited, Income, Constrained, yet Employed. This campaign is a powerful statement of our commitment to helping ALICE, and your support provides the resources ALICE needs to overcome the cycle of poverty.

It is not just United Way’s partner agencies that we rely on to create change in our community, but it is the collective work of each of us coming together to create opportunities for our friends and neighbors in need. I ask you to join in making a pledge or donation during the 2021/22 (Company Name) campaign using the link below:

*Visit:* <https://uwvp.force.com/s/campaign-management> *to Copy/paste your company’s ePledge form here*

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.

I am proud to work with so many people who care deeply about our community - it is what makes us a great organization. Let’s continue our commitment this year by giving generously.

Sincerely,

**Final Reminder**

**Subject: It’s Not Too Late! Join in Giving to Lift Our Neighbors Out of Poverty!**

Hello Everyone,

Thank you so much to those who have already made pledge or donation during our 2021/22 United Way Campaign! We are overwhelmed by the kindness and generosity of our team. 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.

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. No gift is too small - if you think your gift does not make a difference, think again:

• $5 can provide 10 hygiene kits for homeless persons

• $10 can provide 50 meals for a family of 4

• $15 can provide a 30-day supply of test strips for a patient with diabetes

• $30 can provide a GED test for an individual

Together we will achieve incredible results! If you have not already done so, you can give by using the link below:

*Visit:* <https://uwvp.force.com/s/campaign-management> *to Copy/paste your company’s ePledge form here*

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. Thank you for LIVING UNITED!

Best,

**THANK YOU**

**Subject: Thank You for Participating in the United Way Campaign!**

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!

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 leverage 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 2021/22 United Way campaign. Thank you for LIVING UNITED!

Best Regards,