****

**2025 Campaign Email Templates**

1. **Kickoff Email:**

**Subject: Our 2025 United Way Campaign Has Begun, Be Part of It!**

Hi Team or customize {Name},

{Company}’s 2025 United Way campaign kicks off today and runs through {End Date}! We invite you to join us in making a difference for local families and individuals by supporting United Way of the Virginia Peninsula.

Why United Way? Because when a person or family is facing hardship, the solution often involves support from multiple organizations. United Way brings those resources together—coordinating services and partners to address the full scope of the issue. Your donation helps ensure our at-risk neighbors have access to the comprehensive programs and support they need to break the cycle of poverty.

Every dollar you give stays local—100% goes directly to programs and services working to break the cycle of poverty right here on the Peninsula.

Let’s come together to create lasting change. Every gift, no matter the size, makes a difference.

**Give today at {Insert hyperlink to e-pledge form}** (Options include recurring payroll deductions, one-time payroll, and credit card donations.)

Can also include a Button instead of above: BUTTON TEXT: GIVE TODAY **{Insert hyperlink to e-pledge form}**

Thank you for your support,  
[Signature]

1. **Half Way Point Email:**

**Subject: Join Us in Supporting United Way. Only {x} Weeks or (x) Days Left!**

Hi Team or customize {Name},

As employees of {Company}and caring members of our community, we all share the hope that the Virginia Peninsula will be a thriving place where everyone has the chance to live safe, stable, and successful lives.

Our annual United Way campaign is one of the most impactful ways we can support this vision. As we reach the halfway point, please consider making a donation to United Way of the Virginia Peninsula.

Your gift directly supports hardworking neighbors who often juggle two or more jobs but still struggle to make ends meet. United Way refers to this group as ALICE—Asset Limited, Income Constrained, Employed—representing 41% of households on the Peninsula. Your donation provides essential resources to help ALICE families break the cycle of poverty.

Together, our contributions make a powerful difference. Join us in supporting the 2025 {Company} campaign by pledging today at **{Insert hyperlink to e-pledge form}**. Online giving options include recurring payroll deductions, one-time deductions, and credit card donations.

We are proud to stand alongside so many who care deeply about our community. Let’s keep the momentum going and give generously this year.

Thank you for your support,  
[Signature]

1. **Final Reminder Email:**

**Subject: Last Chance to Give — Help Lift Our Neighbors Out of Poverty**

Hi Team or customize {Name},

A heartfelt thank you to everyone who has already donated during {Company}’s United Way Campaign! Your kindness and generosity are truly inspiring. By supporting this campaign, you’re not only taking a stand against poverty but also helping build a community where all families have the opportunity to thrive.

United Way of the Virginia Peninsula unites businesses, nonprofits, and social service agencies to create effective solutions that help families move out of poverty. You can be part of this important work—no gift is too small. If you think your contribution won’t make a difference, consider this:

* $5 provides 10 hygiene kits for homeless individuals
* $10 supplies 50 meals for a family of four
* $15 covers a 30-day supply of test strips for a patient with diabetes
* $30 funds a GED test for someone seeking a better future

Together, we can achieve remarkable results! If you haven’t donated yet, please consider making your gift today: Pledge now at **{Insert hyperlink to e-pledge form}**. (options include recurring payroll deductions, one-time deductions, and credit card donations).

Thank you for helping to change lives. By giving, advocating, and volunteering, you’re making a real difference in the lives of our neighbors in need.

Thank you for your support,  
[Signature]

1. **Kindness Card Email:**

**Subject: Kindness Pays: Give & Get Back!**

Hi Team or customize {Name},

As our United Way campaign continues, I want to highlight how giving to your community brings benefits right back to you.

When you give $150 or more during the campaign, you’ll receive a Kindness Card, our community’s way of saying thank you for helping change lives. This card offers year-round, unlimited discounts at popular local businesses across the Peninsula. When you give to your community, your community truly gives back! To see participating vendors, visit [www.uwvp.org/kindnesscard](http://www.uwvp.org/kindnesscard).

Pledge today by visiting **{Insert hyperlink to e-pledge form}.** Online giving options include recurring payroll deductions, one-time deductions, and credit card donations.

Remember, 100% of your gift to United Way of the Virginia Peninsula goes directly to local nonprofits working to end poverty on the Peninsula.

On behalf of those who benefit from your generosity, THANK YOU!

[Signature]

1. **Thank You Email:**

**Subject: Thank You for Supporting the United Way Campaign!**

Hi Team or customize {Name},

As our United Way campaign comes to a close, I want to personally thank you for your generous contribution. Together, we should be proud of our collective effort to help United Way improve the lives of friends and neighbors facing poverty. Your donations enable United Way to leverage the community’s most effective resources to address the greatest needs.

United Way of the Virginia Peninsula will soon be sending a thank you letter to acknowledge your generosity. If you pledged or donated $150 or more, you will also receive a Kindness Card with your letter as a token of appreciation.

Thank you again for being part of this year’s campaign. It’s truly inspiring to see what we can accomplish when we come together to create positive change. By giving, advocating, and volunteering, you’re making a real difference in the lives of those in our community.

Thank you for your support,  
[Signature]