**Email 1a: Campaign Welcome and Kick-Off**

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name

**Audience:** All company employees



**Subject Line:** Connections Start Here

**Preheader Text:** In our community, everyone deserves the opportunity to thrive.

**Email Body:**

[Name],

Join [Company Name] in connecting our community to help and hope by donating today.

Your support of United Way of the Virginia Peninsula will allow us to advance health, youth opportunity, financial security, and strengthen overall community resiliency, ensuring our neighbors can thrive. Our work is powered by generous supporters, like you and [Company Name], who are committed to help United Way build Pathways Out of Poverty for a stronger community.

Because of your generous support, United Way of the Virginia Peninsula is making a difference in the lives of over 270,000 people every year. We need you! Donate today and join us in connecting those who can give with our neighbors in need for a better future for all.

**BUTTON TEXT:** GIVE HELP AND HOPE [Hyperlink to e-pledge form]

Closing,
*Signature*

**Email 1b: Kickoff Variation**

**From:** Company CEO, Leader, or Employee Campaign Chair’s first and last name

**Audience:** All company employees



**Subject Line:** [Company Name] is Connecting the Virginia Peninsula to Help and Hope

**Preheader Text:** In our community, everyone deserves the opportunity to thrive.
**Email Body:**

[Name],

Everyday United Way of the Virginia Peninsula supports the needs of our neighbors to help strengthen our community and ensure everyone will thrive. *Join me in giving hope to our community by participating in this year’s campaign.* We’ve set an ambitious goal of raising *[monetary goal/description*]to help do just that.

I believe when we come together as a team, there’s no challenge that can’t be solved. That’s why I’m inviting you to join me in striving towards collective, positive change on the Virginia Peninsula. This is more than a campaign – it is a call to action for us at [Company Name] to advance solutions to real problems facing people right here where we live and work.

Together, we can advance health, youth opportunity, financial security and strengthen overall community resilience to build a future where everyone can reach their full potential. We’re counting on generous people like you and your teammates to help improve the lives of people in our community. Last year, United Way of the Virginia Peninsula made over 270,000 connections between those who have something to give and our neighbors in need with our support. This year, with your help, we know we can do even more!

[*Insert information about how they can donate]*
**BUTTON TEXT:** GIVE HELP AND HOPE [Hyperlink to e-pledge form]

We thank you in advance for your valuable support and leadership in our community’s collective efforts here at [Company Name].

[Closing],
*Signature*

**Email 2: Mid-Campaign Check In**

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name
**Audience:** All company employees



**Subject Line:** There’s Still Time to Give Help and Hope on Virginia Peninsula

**Preheader Text:** What makes United Way of the Virginia Peninsula so special?

**Email Body:**

Dear [First name],

Every person in our community, whether they have a need or something to give, can get connected through United Way of the Virginia Peninsula. Whenever there is a need in our community, United Way is there to help. United Way of the Virginia Peninsula mobilizes our neighbors to take action so that all can thrive. UWVP is dedicated to creating a future where everyone can rise. Thanks to people like you, last year alone we positively impacted over 270,000 people.

We're not stopping there. 100% of your donation to UWVP and its partner agencies goes back to our community. Your support helps us continue to tackle the biggest problems on the Peninsula, from education and health to hunger and natural disasters. We bring a comprehensive approach to every challenge because more than 83 years of experience has shown us that when people unite to take action, change is possible.

Donate today. Join us in connecting those who can give with our neighbors in need for a better future for all.

**BUTTON TEXT:** GIVE HELP AND HOPE [Hyperlink to e-pledge form]

[Closing],
*Signature*

**Email 3a: Reminder #1**

**From:** Campaign Coordinator, Company CEO
 **Audience:** All company employees

**Subject Line:** What are we doing together on the Virginia Peninsula?

**Preheader Text:** Mobilizing our community and changing lives.

**Email Body:**

Hi [Name],

We need you with us-- whether you’re new to United Way of the Virginia Peninsula or you’ve been creating impact with us for years.

At United Way of the Virginia Peninsula, we believe everyone who lives and works in our community deserves the opportunity to thrive. Together with you and partners like [Company Name], United Way mobilizes the caring power of people to create transformational change right here at home.

Day in and day out United Way connects businesses, nonprofits, and local government to address our community's most pressing needs.

More work is needed to build on this momentum. If you’ve already given, thank you. If you haven’t, there’s still time to join in.

**BUTTON TEXT:** Donate [Hyperlink to e-pledge form]

Together, let’s connect our community to help and hope and make great things happen for people who call the Virginia Peninsula home.

[Closing],
*Signature*

**Email 3b: Reminder #2**

**From:** Campaign Coordinator, Company CEO

**Audience:** All company employees

**Subject Line:** How United Way and [Company Name] are Making a Difference

**Preheader Text:** Partners Creating Real Impact

**Email Body:**

Dear [Name],

We want to take a moment to celebrate how United Way of the Virginia Peninsula and [Company Name] are partnering to change lives in our community.

Thanks to [Company Name]’s support and people like you…

*[This email should be tailored to United Way’s relationship with your company. We suggest one or more of the following:]*

*Highlight the number of years a company has been a sponsor*

*Highlight the impact the company has had during your day of action/day of caring—the # of hours, the value of that volunteer service to the community. How United Way has helped deepen the company culture around service. Add photos from Day of Caring or Campaign Activities, if you have releases.*

*Has the company done food drives or holiday drives through united way to benefit the community?*

*Does the company have a number of hours of volunteerism to celebrate?]*

Let’s build on [Company Name]’s legacy to do even more. Donate today to give help and hope for a better future for all right here on the Virginia Peninsula.

**BUTTON TEXT:** Donate [Hyperlink to e-pledge form]

[Closing],
*Signature*

**Email 3c: Reminder #3 or Final Reminder**

**From:** Campaign Coordinator, Company CEO
 **Audience:** All company employees

**Subject Line:** Time is Running Out to Give Back to our Community

**Preheader Text:** Tick, tock…

**Email Body:**

Have you donated yet to the United Way of the Virginia Peninsula’s campaign?

From strengthening local resilience to advancing health, youth opportunity, and financial security, your support is integral to creating impact in our community. Employees at [Company Name] are chipping in and connecting our community to help and hope on the Virginia Peninsula.

**BUTTON TEXT:** Donate [Hyperlink to e-pledge form]

Thank you for your continued support!

[Name],

[Closing],
*Signature*

**Email 4a: General Thank You #1**

**From:** Campaign Coordinator, Company CEO
**Audience:** All company employees

**Subject Line:** Thank you for Giving Help and Hope on the Virginia Peninsula

**Email Body:**

Dear [Name],

Join me in celebrating the success of [Company Name’s] efforts to Connect our Community to Help and Hope by changing lives on the Virginia Peninsula.

I’m thrilled to report: [customize; see options below]

[Company Name] employees gave $ [dollars pledged] to United Way of the Virginia Peninsula

[participation rate%] of [Company Name] Employees gave to United Way of the Virginia Peninsula

[number of donors] of [Company Name] employees gave to United Way of the Virginia Peninsula

[Company Name] employees contributed more than [number of volunteer hours] volunteer hours during our United Way campaign.

Together, our collective impact is creating a better future for our youth and families on the Virginia Peninsula. Thank you for Connecting our Community to Help and Hope!

**BUTTON TEXT:** SEE YOUR IMPACT [Hyperlink]

[Closing],
*Signature*

**Email 4a: Donor Thank You #2**

**From:** Campaign Coordinator, Company CEO
**Audience:** Company employees who donated to United Way

**Call to Action:** Continue your support

**Subject Line:** Thank you for Connecting our Community to Help and Hope

**Email Body:**

Dear [Name],

First, thank you for connecting our community to help and hope through your generous gift to United Way of the Virginia Peninsula. Your donation is making a real difference in the lives of our neighbors and friends.

Today and every day, we need you with us. Here are ways that your support can continue making our community a better place:

* + **Volunteer**: Make a difference by volunteering – providing a ride to someone who’s homebound, reading to preschoolers to get them school-ready, or passing out food to neighbors in need. Consider serving on one of our community’s grant evaluation boards or offering your unique skills to a local nonprofit who needs your expertise.
	+ **Advocate**: Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families on the Virginia Peninsula. Join United Way’s in-person and virtual events to help every person in our region thrive.
	+ **Stay in the Loop:** Sign up for our email newsletter to keep informed about what’s happening across the Peninsula.

Thank you for your commitment to the Virginia Peninsula. Together, let’s connect our community to help and hope for a better future for all.

[Closing],
*Signature*