



United Way of  
Southwest Missouri  
& Southeast Kansas

# SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

**The following are examples of messages you can send via memos or emails to enhance your company campaign.**

## Introduction Message

### **Announcement of Campaign - from Campaign Coordinator:**

Dear (EMPLOYEE NAME):

Investing in our community is important to (COMPANY NAME) and right now we can demonstrate our support by participating in the United Way of Southwest Missouri and Southeast Kansas annual workplace campaign.

In this very challenging time, our community needs our support more than ever. Together, we have a significant opportunity to create a brighter future for everyone, especially children, families, and individuals who are struggling to meet basic needs and face barriers on their journey to self-sufficiency.

In the next few days, you'll receive information about our annual United Way Campaign. I encourage you to please support United Way's campaign to the fullest. If you have any questions about the campaign or United Way, please let me know.

### **Announce Campaign – from CEO, President, Executive Director, etc.:**

Dear (EMPLOYEE NAME):

Did you know that United Way of Southwest Missouri and Southeast Kansas is the leader in tackling the most challenging issues facing our community? Did you know that community volunteers distribute the money raised by United Way? And that partner agencies must meet strict criteria for funding?

Last year, employees at (COMPANY NAME) raised (\$ AMOUNT) to strengthen and support our community through United Way. Our generosity helped make a direct impact in the lives of more than 50,000 of our family, friends, and neighbors. Our community benefited from United Way supported programs that helped more children succeed in school, provided access to healthy foods for hungry families, provided safe shelter for those faced with domestic violence, and helped more families become and remain financially stable.

United Way is the most effective and efficient way for you to do the most good and help the most people who truly are in need. This is why I support United Way and (COMPANY NAME) offers you the ease of payroll deduction to donate to United Way.

Please take time this year to learn more about how United Way is making our community a better, stronger place to live, and consider joining me and many other employees who pledge a gift.



United Way of  
Southwest Missouri  
& Southeast Kansas

## SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

### Announce Campaign – from CEO, President, Executive Director, etc.:

Dear (EMPLOYEE NAME):

Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. For more than 75 years, United Way of Southwest Missouri and Southeast Kansas has been there for our community, including our co-workers and family-members.

(COMPANY NAME) supports United Way not only because it demonstrates our commitment to the community, but because it's a smart investment — they deliver results with programs that help people every day and by working on the underlying causes of problems for a better tomorrow.

This year's campaign theme is (CAMPAIGN THEME). We have set a goal to raise (\$ AMOUNT) and will be hosting several events over the next few weeks. During our campaign, you'll be hearing more about ways you improve lives when you give, advocate and volunteer with United Way. Giving a gift to United Way is one of the easiest, most convenient ways to make a difference in thousands of lives. In fact, United Way funded programs directly served over 50,000 individuals in our region last year; likely, someone you know benefited directly from your donation.

The choice to participate is, of course, a personal one, however I hope you will consider making or renewing your gift when approached. Your gift could make a difference in the life of a child, a veteran, a student with special needs, or someone in your very own life. If you choose to give, simply complete the pledge form and return it to (NAME/DEPARTMENT) by (DATE). I want to thank each one of you for considering a contribution.

### Announce Campaign – from Campaign Coordinator:

This year our United Way campaign begins on (DATE). We have many fun and interesting activities planned. The United Way campaign is our opportunity to extend a hand and help our neighbors in need. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

### Announce Campaign – from Campaign Coordinator:

How would you like to make a real impact in your community?

On (DATE), we will be kicking off (COMPANY NAME's) United Way campaign. By giving to United Way of Southwest Missouri and Southeast Kansas, you can change the world, right here at home. Last year, our company raised (AMOUNT) to help numerous nonprofit programs address some of our community's most pressing problems. This year, we are going to follow that with even more success!

This is a great opportunity for you to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation.



United Way of  
Southwest Missouri  
& Southeast Kansas

## SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

### Announce Campaign Kickoff – from Campaign Coordinator:

Bring your enthusiasm to (COMPANY NAME'S) United Way campaign kickoff! Everyone is invited to participate in a (EVENT – DATE-TIME-LOCATION). Hear about how your contributions work to create opportunities for a better life for everyone in your community.

### Announce Campaign Kickoff – from Campaign Coordinator:

You are invited to a/the (EVENT NAME) as we kickoff (COMPANY NAME's) (YEAR) United Way campaign.

Date:

Time:

Location:

Don't miss this opportunity to learn how our contributions make it possible for United Way programs to help people in our own community. (NAME OF UNITED WAY STAFF/VOLUNTEER) will be joining us to explain how United Way of Southwest Missouri and Southeast Kansas is focusing on the needs and share some stories of how the money is being put to good work. Together, we change lives and make our communities stronger.

### Kick Off Event – Invite from CEO, President, Executive Director, etc.:

Mark your calendars. (COMPANY NAME) United Way's campaign will kick off on (DATE). This year's campaign will run through (DATE). Our Campaign Coordinator (NAME) has some fun and interesting activities planned for our participation and support.

(COMPANY) knows that a healthy community supports a healthy workforce. It takes the whole community working together to bring about lasting change. By focusing on common goals that are the basic things we all need for a good life – we will create a better tomorrow for everyone.

We all win when our children are successful in school and life. We all win when our families are financially stable. And we all win when children are on track and adults are healthy and engaged. Come find out how your investments change lives in your community. (COMPANY) is proud to support the United Way of Southwest Missouri and Southeast Kansas. See you at the kickoff!



United Way of  
Southwest Missouri  
& Southeast Kansas

# SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

## CEO Campaign Ending Date Announcement

United Way of Southwest Missouri and Southeast Kansas is about making investments that strengthen the region by addressing the root causes of problems. They are focused on changing conditions and bringing about long-lasting change for our entire community.

Your contribution to United Way will go to support the proud tradition of helping people who struggle to make ends meet. It will also be turned into investments in the building blocks for a good life – Education, Health, and Financial Stability. Investments that make sure our children are successful, our families are financially stable, and people are healthy and engaged.

(COMPANY NAME) is proud to support the work of the United Way of Southwest Missouri and Southeast Kansas through a corporate contribution and by endorsing the employee campaign. If you have already submitted your pledge form, thank you.

(COMPANY NAME) United Way campaign will be wrapping up on (DATE) and we are asking that all pledge forms be returned by this date. We hope to announce the total amount of all employee contributions by (DATE). Thank you for supporting our community!

## Invitation to Give

### Accept the Challenge: Company Match

Because (COMPANY NAME) believes in investing in our community, we will match your United Way donations by contributing an additional (MATCH DETAILS). Join with us and help make a difference in our community.

## Campaign Progress Reports

### RE: United Way Campaign Progress

Congratulations (COMPANY NAME) employees! We've reached \_\_\_\_\_ % of our goal. Last week's (SPECIAL EVENT NAME) was a great success thanks to your participation and (put in highlight from the event). Please turn in your pledge cards by (DATE), so that we can achieve our final goal of (AMOUNT). I'm proud to be part of this exciting effort to create opportunities for a better life for all. Please stop by and say hello. I'd be happy to answer any questions you have about giving to United Way.

### RE: The Power of Your Gift

Everyday your gift helps people in our community who struggle to have the necessities of life. Everyday your gift works to help our children be successful in school, our families become financially stable, and everyone make healthy choices. A donation of \$2/week can help provide a month of food for families in need. Your gift really does make a difference!



United Way of  
Southwest Missouri  
& Southeast Kansas

# SAMPLE UNITED WAY CAMPAIGN COMMUNICATIONS

## RE: How Your Donation is Used

Remember part of giving back to your community is giving of your time and your talents. Your donation supports numerous nonprofit programs and services. Contact United Way of Southwest Missouri and Southeast Kansas or visit their website at [www.unitedwaymokan.org](http://www.unitedwaymokan.org) and find out about possible volunteer opportunities. (If your company offers any special incentives to employees to volunteer – give specifics)

## Post Campaign Messages

### Congratulations

Congratulations (COMPANY) employees! Thanks to all of you, our total employee contributions this year for our United Way campaign was (\$ AMOUNT). That's a record setting year and is (xx%) above our goal. Your contributions to United Way of Southwest Missouri and Southeast Kansas help improve lives right here in our own community.

Together, we can get results and accomplish more than any single group can on its own. These are results that ripple out to the community. Your generosity is greatly appreciated. I am proud to be part of a team that is committed to building a stronger community for everyone.

### CEO Thank You

We have just finished our United Way campaign and I'm happy to report it was very successful! Because you gave generously, we were able to raise (\$ AMOUNT) to help make sure the vital services in our community can continue to be there for our friends, neighbors, and colleagues.

I am extremely proud of you and the level of commitment shown by all of us at (COMPANY NAME). Thank you!

### CEO Thank You – General - Employees

Thank you for your generosity in supporting this year's annual United Way employee campaign. This year (#) employees contributed (\$ AMOUNT) to this year's campaign.

I am proud that (COMPANY NAME) is a part of the important community work that United Way of Southwest Missouri and Southeast Kansas does to address what matters most to our community – helping our most vulnerable – helping our children achieve their potential, families become financially stable, and everyone live healthy. The donations you make to United Way help build a better life for everyone. Everyone knows donations are critical to United Way's work.

Whether you're a donor, a volunteer, or both, thank you for taking an active role in making our community a healthy, vibrant place to live and work.