

WORKPLACE CAMPAIGN EMAIL GUIDE



Ready-to-use email templates
to help you communicate, inspire
and engage throughout
your United Way campaign.

EVERY EMAIL. EVERY MESSAGE. EVERY CONNECTION

drives change.



COPY.

Everything you need
is written for you.



PASTE.

Add your details in
the "Make It Yours" box.



SEND.

Engage your workplace
and change lives.

TOGETHER, WE CAN DO MORE.

WELCOME

Consistent communication is one of the biggest predictors of a successful workplace campaign.

These sample emails are ready for you to copy, paste and send! Simply customize the details in the “Make It Yours” box at the bottom of each page to make the emails your own.

COMMUNICATION TIPS

Keep emails short and easy to scan

Include photos or graphics whenever possible

Link directly to your donation page

Add campaign dates and your goal

End with one clear call to action

STRONGER
Together.

1

CAMPAIGN KICKOFF

Announce your campaign and invite employees to get involved.



WHEN TO SEND
week 1, Day 1



BEST FOR
Launching your
workplace campaign

SUGGESTED SUBJECT LINES

- Our United Way Campaign Starts Today
- Together We Can Make a Difference
- Join Us in Supporting Our Community

COPY & PASTE EMAIL

TO: EMPLOYEES

Hi <First Name>,

Today we're excited to officially launch our <Workplace Name> United Way Campaign!

Every day, people in our community face challenges that may feel impossible to solve alone. But because of people like you, hundreds of local programs are able to provide help, hope and opportunity to those who need it most.

Your support stays right here in Sault Ste. Marie and Algoma District. Helping children succeed in school, supporting mental health and wellness, providing food for families and building strong, caring communities.

Here's how you can get involved in our campaign:



GIVE

Make a contribution that fits your budget.



JOIN

Take part in events and activities.



SHARE

Encourage your colleagues to get involved.

Our campaign runs from <Start Date> to <End Date>.

Our goal this year is to raise <Goal Amount> to support local programs that make a real difference.

To make your pledge today, click here: [<Donation Link>](#).

Together, we can build a stronger community for everyone.

Thank you for being part of something bigger.

2 WHY UNITED WAY?



Share why your support matters and how it stays local.



WHEN TO SEND
week 1, Day 2 - 3



BEST FOR
Educating and
inspiring employees

SUGGESTED SUBJECT LINES

- Your Gift Stays Local
- Real People. Real impact. Right Here.
- Making Our Community Stronger Together

TO: EMPLOYEES
SUBJECT: YOUR GIFT STAYS LOCAL

COPY & PASTE EMAIL

Hi <First Name>,

When you give to United Way, you're not sending your dollars somewhere far away. You're investing in neighbours, friends and families right here in the community you live in.

United Way works with more than 30 local programs and initiatives that address the most pressing needs in our community. From essential services and food programs to youth mentorship, mental health supports and programs for seniors, your gift helps people build a better life.

Because of you, lives are changed. Barriers are removed. Our community becomes stronger. Thank you for being part of the solutions.

Together, we can do more.

Make your pledge today: [<Donation Link>](#)

3 MEET OUR PARTNERS



highlight the local agencies and programs your donations support.



WHEN TO SEND
Week 2



BEST FOR
Showing where donations
go in our community

SUGGESTED SUBJECT LINES

- Local Partners. Local Impact.
- See the Difference You Make
- Thank You for Supporting Our Community

COPY & PASTE EMAIL

Hi <First Name>,

Your support helps make a difference in so many ways. Here are just a few of the local programs funded by United Way.



→ FOOD SECURITY

Helping ensure individuals and families have access to healthy food through local partners such as Harvest Algoma, Grocer 4 Good and school nutrition initiatives that reduce food insecurity across our community.



→ MENTAL HEALTH

Supporting individuals of all ages through counselling, recover, crisis intervention and wellness programs delivered by partners such as Canadian Mental Health Association, Women in Crisis, YMCA Brain Boost and Ken Brown Recovery Home.



→ YOUTH SUCCESS

Helping children and youth reach their full potential through programs like Big Brothers Big Sisters, Camp McDougall, Backpacks for Success, YMCA Building Stronger Communities and Air Cadets, providing opportunities to learn, grow and succeed.

This is your impact. Thank you.

Learn more and make your pledge today: [<Donation Link>](#).

4 EVERY GIFT MATTERS



Remind employees that every gift (big or small) adds up!



WHEN TO SEND
Week 3



BEST FOR
Encouraging participation
at all giving levels

SUGGESTED SUBJECT LINES

- Small Gifts. Big Impact
- Every Gift Makes a Difference
- What your Gift Can Do

COPY & PASTE EMAIL

TO: EMPLOYEES
SUBJECT: YOUR GIFT STAYS LOCAL

Hi <First Name>,

Every gift helps create real change in our community.

Here's how your support can make an impact:

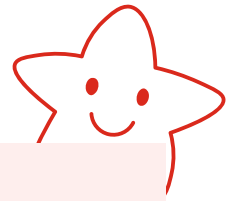
- | | |
|----------------------|---|
| \$5 / Week | Can provide school supplies for a child. |
| \$10/ Pay | Can help provide groceries for a family. |
| \$20 / Month | Can support mental health resources for a youth. |
| \$50 / Month | Can provide meals for seniors at a day program. |
| \$100 / Month | Can support programs that help people find and keep stable housing. |

No matter the amount, your gift makes a difference.

Thank you for helping build a stronger community for all.

Give Today: [<Donation Link>](#).

5 LEADERSHIP GIVING



WHEN TO SEND
Week 2-3



BEST FOR
Inviting leadership gifts
(\$1,200 or more)

SUGGESTED SUBJECT LINES

- Step Up as a Leader in Our Community
- Leadership Gifts Create Lasting Change
- Make a Greater Impact

COPY & PASTE EMAIL

Hi <First Name>,

Leadership gifts of \$1,200 or more have a powerful impact on our community. These gifts help ensure critical programs can plan ahead, expand their reach and support more people when they need it most.

When you make a Leadership gift, you join a group of local leaders who are committed to building a stronger, healthier community for everyone.

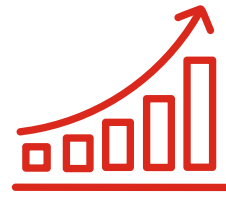
Leadership donors will be recognized in our campaign materials.

Will you step up as a leader?

Make your Leadership pledge today! [<Donation Link>](#).

6 CAMPAIGN UPDATE (HALFWAY THERE!)

Share progress and keep the momentum going.



WHEN TO SEND
Week 3



BEST FOR
Keeping employees
engaged mid-campaign

SUGGESTED SUBJECT LINES

- We're Halfway There!
- Look What We've Accomplished TOgether
- Let's Keep the Momentum Going

COPY & PASTE EMAIL

Hi <First Name>,

We're halfway through our United Way Campaign and we are making great progress!

Thanks to our amazing team, we've raised <Amount Raised> so far from <Number> donors. But we're not done yet! Our goal <Goal Amount>.

Every donation, volunteer hour and act of kindness helps strengthen our community.

Let's keep the momentum going!

Pledge today! [<Donation Link>](#).



THANK YOU!

Your leadership and communication make a difference. Thank you for helping create a stronger, healthier community for everyone.

7 ONE WEEK LEFT



A friendly reminder as the campaign deadline approaches.

WHEN TO SEND: Week 5 | **BEST FOR:** Creating urgency

SUGGESTED SUBJECT LINES:

- One Week Left to Make an Impact
- Don't Miss Your Chance to Give

COPY & PASTE EMAIL: Hi <First Name>,

Our campaign ends in one week! There's still time to make a difference. Every gift helps us reach our goal of <Goal Amount>. **Pledge today!** [<Donation Link>](#).

8 FINAL CHANCE TO GIVE



A friendly reminder as the campaign deadline approaches.

WHEN TO SEND: Week 5 | **BEST FOR:** Creating urgency

SUGGESTED SUBJECT LINES:

- One Week Left to Make an Impact
- Don't Miss Your Chance to Give

COPY & PASTE EMAIL: Hi <First Name>,

Our campaign ends in one week! There's still time to make a difference. Every gift helps us reach our goal of <Goal Amount>. **Pledge today!** [<Donation Link>](#).

9 THANK YOU & RESULTS



Celebrate success and thank your team

WHEN TO SEND: After Campaign | **BEST FOR:** Recognizing impact

SUGGESTED SUBJECT LINES:

- Thank You!
- Look What We Did Together

COPY & PASTE EMAIL: Hi <First Name>,

Thanks to you, we reached <Amount Raised> from <Number> donors! Your generosity will help thousands of people in our community. Thank you for being part of something bigger. Together, we can do more.



THANK YOU!

Great communication inspires action. Thank you for helping create stronger workplaces and a stronger community, one message at a time.