

# SAMPLE COMMUNICATION



The following can be used in emails, individual letters, employee newsletters and flyers sent from the CEO, Employee Campaign Coordinator or can be inserted into a company blog. If these do not fit your needs, please ask the United Way team for more information. We're here to serve you!

## EMAIL 1: ANNOUNCEMENT OF (COMPANY NAME) WORKPLACE CAMPAIGN

Subject: **United Way Campaign at (Company Name)**

This year (Company Name) is proud to support United Way of Greater Yankton's Community Campaign through our annual workplace campaign!

United Way gives us an opportunity to change lives and improve the greater Yankton community and other surrounding areas. Your donations to United Way are invested in LOCAL programs that fuel real change in the lives of many people. Your support makes it possible to bring 65+ critical nonprofit programs, focused on the education, financial stability and health of our community and other surrounding areas, to people of all ages. Programs like The Clothing Closet, Pathways Shelter for Homeless, The Center, River City Domestic Violence Center, Big Friend Little Friend, the Yankton Boys & Girls Club and many more!

Below are some important dates to mark on your calendar:

(DATE) \_\_\_\_\_ (Kickoff Event/Meeting)

(DATE) \_\_\_\_\_ (Event/Meeting)

(DATE) \_\_\_\_\_ (Pledge forms/donations due)

Click the link below to check out United Way of Greater Yankton's latest video!

[\(Insert Link to Video\)](#)

Let's help BUILD BRIGHTER FUTURES together!

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## EMAIL 2: ENCOURAGEMENT

Subject: **Invest in Hope – Live United!**

(Business Name) is currently running our **United Way Workplace Campaign**. We have been given an opportunity to invest in hope and live united with United Way of Greater Yankton to tackle our community's most critical problems. Whether it's feeding hungry children, providing access to healthcare for our senior citizens, or mentoring at-risk students, our investment will address our community's most daunting problems.

Here are some **quick facts** about what United Way of Greater Yankton is and does:

- Supports over 65+ local health & human service programs.

- Fights for the education, financial stability, and health of every single person in our community!
  - Directly provides services to strengthen our community in the areas of health, education, financial stability and essential needs like The Clothing Closet, Yankton Toys for Kids, Big Friend Little Friend, and Delta Dental Mobile Program.
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### Email 3: WHAT AN AMOUNT CAN DO

Subject: **How can I INVEST IN HOPE and LIVE UNITED in the greater Yankton community?**

Hi everyone, here are some quick facts of how your investment to United Way builds a strong community!

Giving...

\$1.00 / week provides training and background checks for mentors and advocates, serving local youth.

\$3.00 / week provides hygiene and cleaning supplies for families and individuals experiencing homelessness.

\$5.00 / week provides patients, with no access to health care, lifesaving prescription medications.

Thanks for your support of United Way as we continue to INVEST IN HOPE and LIVE UNITED!

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### EMAIL 4: PROGRESS REPORT

Subject: **United Way Progress Report!**

Congratulations team!

We've reached \_\_\_\_\_% of our United Way Workplace Campaign goal!

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. I'd be happy to answer any questions you have about giving to our local United Way. Thank you!

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### EMAIL 5: RESULTS AND THANKS

Subject: **United Way Progress Report & THANK YOU!**

Congratulations team!

We raised \_\_\_\_\_ this year for United Way of Greater Yankton! I am extremely proud of you and the level of commitment shown by all of us at (company name). Thank you!

I am delighted that (company) is a part of the important work that United Way of Greater Yankton 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.

You help build a better life for everyone. Thank you for INVESTING IN HOPE and LIVING UNITED, leading to the improvement of our community!