

Sample messages for staff about giving to United Way

Below are customizable text for staff emails and sample text for an intranet post. The text of emails can also be altered for use on your external webpage or intranet/staff message board to showcase our partnership and impact of the company and United Way.

Here is an overview:

1. Welcome and kick off emails
 - Sample 1a
 - Sample 1b
2. Impact of giving to United Way email
 - Sample 2a
3. Reminder emails
 - Sample 3a
 - Sample 3b
 - Sample 3c
4. Thank you emails
 - Sample 4a
 - Sample 4b
5. Intranet/staff message board post
 - Sample 5a

1. Welcome and kick off emails

Email 1a: Campaign Welcome and Kick-Off

From: Your CEO/Sponsoring Executive, Board or Campaign Coordinator

Audience: All company employees

Call to action (C2A): Give now to join the campaign

Subject line: Together, we Amplify Impact with the United Way

Body

Dear **[First name]**,

Every day, United Way brings people together to support communities where everyone can access a quality education, build economic mobility and live a healthy life. At **[company name]** we know what is possible when people thrive, and we're committed to supporting the strength, vitality and resilience of our community.

That's why we're joining the United Way community campaign. Joining United Way to amplify our impact makes a meaningful difference in the community [or communities] where we work and live. Our gifts aren't one-time donations that resolve complex issues quickly. They're demonstrations we will collaborate to address the complex issues our communities face.

By partnering with the United Way, we're making a difference in thousands of peoples' lives. By coming together to Amplify Impact, we will do so much more to accomplish goals that change lives, like helping United Way:

- Bring together partners and community voices to form a Community Impact Agenda.

- Use those insights to meet critical needs, like childcare, behavioral health services, living wage employment.
- Answer calls at Alaska 211 to connect people to available services such as food pantries, legal services, youth activities and others.
- Innovate solutions to ensure homelessness becomes rare, brief and one-time.

We help our community succeed when we collaborate and amplify our impact by advancing programs that meet urgent needs today while building strength for tomorrow.

Join us: [\[Add link to your landing page\]](#).

Closing,
Signature

BUTTON/CTA TEXT: Amplify Impact with your donation today

Email 1b:

From: Your CEO/Sponsoring Executive, Board or Campaign Coordinator

Audience: All company employees

C2A: Give now to join the campaign

Subject line: Join us to Amplify Impact for our community

Body

Dear [\[Employee name\]](#),

Our community is facing challenges. There are continued effects from the COVID-19 pandemic, child care access difficulties and other issues that make it hard for many of our neighbors to thrive.

Tough times call for strong action. We must dig deep and show up ready to join others in a spirit of collaboration. I'm excited to invite you to help improve the health, education, and economic mobility of every person in our community and amplify the impact we can make together with United Way.

These efforts ask us to go beyond our giving campaign—they call us at [\[company name\]](#) to act and come together with thoughtful intention to support local solutions in the communities where we live and work. We have set an ambitious goal of raising [\[monetary goal/description\]](#) to help our neighbors thrive and strengthen our community.

We're counting on generous people, like you and your teammates, to help improve the lives of others. [\[Insert story or anecdote from company kickoff or previous year's campaign or how United Way connects to the company's established corporate social responsibility goals\]](#)

[\[Insert information about how they can donate\]](#)

Thank you in advance for your valuable support and demonstrating what it means to Amplify Impact at [\[company name\]](#).

Closing,
Signature

BUTTON/CTA TEXT: Amplify Impact with your donation today

—

2. Impact of giving to United Way emails

Email 2a: Why United Way?

From: Your CEO/Executive Sponsor, Board or Campaign Coordinator

Audience: All company employees

C2A: There's still time to give now and join the campaign

Subject line: What makes United Way so special?

Body

Dear [\[First name\]](#),

Are you deciding whether to Amplify your Impact [\[link to your campaign page/donation mechanism\]](#)? You might be thinking, "Why United Way?"

Let me introduce you to our long-time partner: United Way. This local nonprofit brings people, organizations and communities together to build strong communities where everyone can get a quality education, a good job and live a healthy life.

United Way can't do it alone, though. It needs you to Amplify Impact. Alongside local businesses, other supporters, and you, United Way mobilizes resources swiftly and purposefully to address urgent needs and make life better for every person in every community.

This organization helps individuals Amplify Impact for the benefit of everyone in our community. Through United Way, your neighbors are making meaningful change by charitable giving, volunteering and making connections that improve our community. Funds raised by United Way stay local to benefit our community today and strengthen it for tomorrow. Together, we can make a difference and make life better for those who need help the most right now. Join us: [\[Add link to your campaign landing page\]](#).

Closing,
Signature

BUTTON/CTA TEXT: Amplify Impact with your donation today

3. Reminder emails

Depending on the length of your campaign, we recommend sending one reminder email per week. Below are three sample emails, which can be customized to your workplace.

3a. Reminder #1: United Way's Impact

From: Your CEO/Executive Sponsor, Board or Campaign Coordinator

Audience: All company employees

C2A: Join the campaign and continue to make great things happen

Subject line: What have we done together in [Anytown]?

Body

Dear [\[First name\]](#),

Whether you are new to United Way or have been involved with it for years, you play an important role as a catalyst for positive change in our community.

Day in and day out, United Way funds, supports, leads and develops programs that meet our community's most urgent needs. We're proud of all we've accomplished together: [\[Add specific points of success from your United Way campaigns. Adding staff pictures is always a nice touch!\]](#)

United Way works to respond nimbly to evolving challenges and immediate crises. Our efforts were evident during COVID-19 when United Way stepped up to connect closed restaurants with people in need of food and manage funds for utility assistance.

Since then, we've increased our collaboration and support to continue building a better community. With support from donors, United Way is:

- Innovating solutions to ensure homelessness is rare, brief and one-time.
- Meeting short- and long-term needs in times of crisis.
- Making health care insurance easier to access with help from our trained healthcare navigators.
- Advancing programs that raise up all students to be our community's next successful generation.

When you consider all that United Way does, imagine what we can do together with Amplified Impact.

If you've already given, we thank you and appreciate you supporting our company's efforts. If you haven't made a gift but still want to make a meaningful difference for the people in our community, join us to Amplify Impact in our community.

You know we can do more United than alone.

Closing,
Signature

BUTTON/CTA TEXT: MAKE A DIFFERENCE

3b. Reminder #2: Great things we do together

From: Your CEO/Executive Sponsor, Board or Campaign Coordinator

Audience: All company employees

C2A: Join the campaign and continue to make great things happen

Subject line: [Company name] has done some great things over the years with United Way!

Body

Dear [First name],

We want to take a moment to celebrate all the ways United Way and [company] have made a real difference in the lives of people in our community.

[This email should be tailored to your relationship with United Way. We suggest highlighting:]

- Number of years a company has been a sponsor.
- Impact the company has had during your Day of Action/Day of Caring.
 - Number of hours
 - Value of that volunteer service to the community
 - Deepened company culture around service
 - Photos from Day of Action/Day of Caring, if you have them available
- Food drives or holiday drives for United Way to benefit the community
- Number of hours of volunteerism to celebrate

With United Way of Anchorage, we can build on [company's] legacy of service to strengthen our community. Join us today and Amplify your Impact: [Add link to your campaign landing page].

Closing,
Signature

Button/CTA Text: JOIN US

3c. Final reminder: Time is Running Out

From: Your CEO/Executive Sponsor, Board or Campaign Coordinator

Audience: Company employees who have not made a campaign gift

C2A: Make your gift today

Subject line: Time is running out to Amplify Impact with us!

Body

Dear [\[First name\]](#),

Whether you are interested in education, health, child care or housing access, United Way of Anchorage gives you an opportunity to make a direct impact on issues you care about.

Through United Way, you can help advance effective solutions to local challenges, making life better for every person in our community.

Together with United Way of Anchorage, we can build on [\[company's\]](#) legacy of service to Amplify Impact. Join us today: [\[Add link to your campaign landing page\]](#).

Closing,
Signature

BUTTON/CTA TEXT: DONATE

4. Thank you emails

4a. General: Thank you Email #1

From: Your CEO/Executive Sponsor or Campaign Coordinator

Audience: ALL company employees

C2A: See your impact

Subject line: Thank you! You've changed lives in Anchorage

Body

Dear [\[First name\]](#),

Join me in celebrating the incredibly successful Amplify Impact community-building effort! It takes many people to change lives. I could not be more appreciative that I work here with you.

I'm thrilled to report:

- [\[Company name\] employees gave \\$ \[dollars pledged\] to United Way of Anchorage \[and other Alaska United Way partners\]](#)
- [Our participation rate of \[insert\]% of \[Company name\] Employees gave to United Way.](#)
- [We had \[number of\] \[Company name\] employees donate to United Way.](#)
- [\[Company name\] employees contributed more than \[number of\] volunteer hours during the campaign.](#)

Thank you on behalf of the families, children, neighbors, and friends who will benefit from your generosity.

Closing,
Signature

4b. United Way Donor: Thank You

From: Your United Way CEO/CPO or Board Chair

Audience: Company employees who donated to United Way (not designated to other organizations)
C2A: Live Your Purpose
Subject line: Thank you! You've changed lives in Anchorage

Body

Dear **[First name]**,

First, I want to express my deepest and most heartfelt gratitude for your generous gift to United Way. Your support has a far-reaching impact and helps improve the lives of those in need every day.

I can't thank you enough for Amplifying Impact with us. As someone who has expressed their commitment and intention, I wanted to reach out and let you know that there are additional ways for you to make an impact and advance the solutions to our community's challenges: Volunteer.

You can make a difference in your community through volunteer work—serving meals, mentoring young people, offering your professional skills to a local nonprofit or joining one of our community's nonprofit boards. There are many ways to contribute your time and skills through United Way. Visit BeTheChange907.org to see opportunities.

Thank you for your commitment. We look forward to continue making our community stronger together when we Amplify Impact.

Closing,
Signature

CTA TEXT: See volunteer opportunities! [\[Link to BeTheChange907\]](#)

—

5. Intranet/staff message board post

Headline: United, we make life better for everyone in our community.

Copy:

Looking to make a difference here in Anchorage? So are we. We're launching our giving campaign to support United Way, an organization working every day to bring people together to make life better for every person in our community.

Here are some of the ways you can learn more and give: [\[include your own company events and link to online donation page\]](#).

Your charitable contributions, volunteerism and support are helping United Way to move the needle. But the need continues, and they can't do it alone. Stand together with us, the broader business community, and United Way to Amplify Impact.

If you want to make a difference—even with limited time or resources—please join us.

We can do more United than alone. Visit [\[online donation link\]](#) to be part of making Anchorage a better place to live for all.