

WORKPLACE CAMPAIGN EMAIL SEQUENCE

CEO Email Prior to Kickoff

[Subject Line]

Be a Force for Mighty Change

Dear [COMPANY] colleagues,

Together, we are living UNITED IN PURPOSE and working to step up for our youth and our communities in northern Arizona.

Because of you, United Way of Northern Arizona can convene our leaders to ensure that the right partners and resources are brought together in a collaborative way to create a more equitable and thriving community for us all.

When you give your dollars or time, you help fund programs that promote:

- Early Childhood Development, like KinderCamp™ or the Dolly Parton Imagination Library,
- Positive Youth Development, such as mentoring programs, and
- Basic Safety and Security for families or communities in crisis.

Learn more about the work of United Way of Northern Arizona and how you can be UNITED IN PURPOSE, by visiting nazunited.org.

We invite you to attend our campaign kick-off meeting on [DATE] at [LOCATION] to learn more about our giving campaign and how the work of United Way makes an impact in our community. If you have any questions any time throughout the campaign, please reach out to [ECM NAME + EMAIL].

Thank you!

[CEO NAME]

[Subject Line] United Way Campaign Launch: Living UNITED IN PURPOSE

Hello [COMPANY] Employees!

Today, we come together to kick off our [COMPANY] United Way campaign. TOGETHER, in our collaborative journey to improve the lives of children, families and individuals throughout Coconino, Navajo, and Apache counties.

Join us at our [EVENT – POTLUCK, ICE CREAM SOCIAL, ETC.] today in [LOCATION: ONLINE / IN-PERSON] at [TIME] to learn about our partnership with United Way and what that means for northern Arizona.

See you there!

[ECM SIGNATURE AND CONTACT INFO]

Week 1

[Subject Line] Acting Today for a Better Tomorrow

Good [Morning/Afternoon COMPANY] Team,

United Way of Northern Arizona mobilizes our community so our youth are supported from cradle to career, and families are helped in times of crisis.

They work with our community, corporate, and nonprofit partners to achieve bold goals for northern Arizona. Your support goes to the most effective programs supporting our neighbors. With your continued support, we will:

- Feed those facing food insecurity
- House those experiencing homelessness
- Help students stay in school
- Prepare youth for success in school, work and life
- Support emergency shelters and homelessness prevention
- Connect those in financial distress with resources to pay bills and stay in their homes

and so much more!

As a reminder, our United Way campaign kicked off on [DAY OF WEEK & DATE]. Our goal is to [raise \$\$\$ OR reach %%% participation] by the end of our campaign on [DATE].

Feel free to reach out to me with any questions about your donation, or to seek out volunteer opportunities!

[ECM SIGNATURE AND CONTACT INFO]

Week 2

[Subject Line] Being UNITED IN PURPOSE is Up to Us!

Good [Morning/Afternoon COMPANY] Team,

Being UNITED IN PURPOSE for our community means kicking down old barriers and championing new ways of thinking.

Our [COMPANY] United Way campaign is an essential part of those efforts. Together, we play a role in creating solutions, opportunities and positive change for our neighbors. Your contribution to this campaign helps United Way continue to promote:

- Early Childhood Development
- Positive Youth Development, and
- Safety and Security for all who live in Coconino, Navajo, and Apache counties.

We are [\$\$\$ *OR %%%] away from our goal of [\$\$\$ *OR %%% participation] by the end of our campaign on [DATE].

Feel free to reach out to me with any questions!

[ECM SIGNATURE AND CONTACT INFO]

Week 3

[Subject Line] Your Donation Makes a Difference!

Good [Morning/Afternoon COMPANY] Team,

Donors like you and me are the heart of United Way. When we give, we give more than just dollars. We give hope, solutions and a chance at a brighter future.

United Way of Northern Arizona funds and supports dozens of organizations and programs that are making the biggest impact in the community. When you give, you support multiple causes, making your dollars go further and creating a bigger impact.

We're [\$\$\$ *OR %%%] away from our goal of [\$\$\$ OR %%% participation]. I hope you'll support our [COMPANY] United Way Campaign before [DATE] to help us end our campaign strong!

Thank you,

[ECM SIGNATURE & INFO]

Last chance email

[Subject line] Still Time to Live UNITED IN PURPOSE

Good [Morning/Afternoon COMPANY] Team,

Over the last few weeks, we've witnessed the kindness and generosity of our [COMPANY] team. We're amazed by your enthusiasm to show up and willingness to help others in our community.

We have done such a great job of being UNITED IN PURPOSE through our [COMPANY] United Way campaign! Thank you for your generosity and support for our community, helping to raise [\$\$\$] as of [DATE].

If you haven't made your gift yet, there's still time but make sure to do it soon, as our campaign ends on [DATE].

If you have any questions on how to give, please contact me today.

[ECM SIGNATURE & INFO]