2024 SAMPLE CAMPAIGN EMAILS

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# Email 1: Introduction/Teaser

**Subject: Coming up …**

This year signifies another milestone for the United Way of Martin County in its ongoing commitment to enhancing our community and making it a better place for all.

For over 50 years, they have been uniting the community and mobilizing resources so that every child, individual and family thrives.

For over 50 years, they have been working every day to break the cycle of poverty, to give kids an equal chance to learn and grow, to meet our neighbors’ basic needs and to create strong, healthy communities for all.

And we have the chance to be a part of their efforts to help our community and create a better world for the future. In the coming days, you’ll receive an email from [INSERT NAME OF SENDER] announcing our annual United Way campaign, which will run from [INSERT DATE] to [INSERT DATE].

We hope, as you consider your gift this year, you remember how important it is that we work together and that—with your help—there are no limits to the lives we can change. Join the United Way of Martin County in making a difference to our local community.

Learn more about United Way here: www.UnitedWayMartin.org

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# Email 2: Campaign Kickoff

**Subject:** United Way Campaign Kickoff

Today kicks off our annual United Way of Martin County campaign!

This year, we are dedicated to supporting the United Way in its mission to create a brighter future for everyone. "Our giving campaign presents a unique opportunity for us to contribute to the well-being of the community we all hold dear."

I invite you to check out United Way’s Campaign Brochure [LINK TO UNITED WAY FLYER] to learn about their meaningful work and how you can help.

[EMBED OR LINK CAMPAIGN VIDEO]

<https://youtu.be/MCUM_3BV3_w>

<iframe width="560" height="315" src="https://www.youtube.com/embed/MCUM\_3BV3\_w" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Your gift will help give our neighbors access to the services they need to be healthy and strong; our families the basic needs to survive; every child an equal opportunity to learn; and the next generation the tools and support they need to move out of poverty and build a brighter future.

Donate now at [INSERT LINK TO GIVE] To show our ability to cultivate a more hopeful and uplifted community when we 'Live United'.

# Email 3: What It Means to Live United

**Subject:** What It Means to Live United

For over 50 years, United Way has been convening donors, partners, and workplaces just like us—asking us to join in, stand up and dig deep. To change lives.

When we answer that call, our neighbors have the chance to learn, to grow and to build a better life for their families.

We know there is still so much work to be done. And we know one organization can’t do it alone. That’s where we come in. By pledging your support, you can make a difference. The best part? The money you give stays here in this community, and we can see the results in our own backyard.

If we make our neighbors’ struggles our struggles—if we truly live as one—there are no limits to the lives, we can change.

Give now at [INSERT LINK TO GIVE].

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# Email 4: Give Now

**Subject:** Equal Chance at a Bright Future

United Way is partnering all across Martin County to give every person—no matter their background, their circumstances, or their zip code—an equal chance at a bright future.

They do this by working hard to …

* Break the Cycle of Poverty
* Give Kids an Equal Chance
* Build Strong, Healthy Communities
* Meet Our Neighbors’ Basic Needs

I invite you to learn more about their work and how you can help by visiting their website at www.UnitedWayMartin.org.

With your gift, we can make sure every child, every individual and every family in our community thrives.

Donate now at [INSERT LINK TO GIVE].

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# Email 5: Incentives

**Subject:** Want a paid day off?

Why not have a little fun while we’re doing good? [INSERT WORKPLACE NAME] is offering up the below incentives to everyone who pledges their gift by [INSERT DATE].

[INSERT CAMPAIGN INCENTIVES]

Click the attachment [INSERT DOLLAR BUYS ONE-PAGER] to learn how even $1 a day can make a huge difference in the lives of our neighbors who are struggling.

Give now at [INSERT LINK TO GIVE].

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# Email 6: Focus on Poverty

**Subject:** Breaking the Cycle of Poverty

With the rising cost of housing, childcare and groceries, too many people in our community are stuck in an endless cycle of poverty—the kind that straps families for generation after generation. We owe it to our neighbors to provide clear and attainable pathways to more stable futures.

Last year, because of generous donors just like you:

* 8,400 received services that promote good health and wellbeing.
* 362 tax returns were completed by volunteers saving more than $90,500 in preparation fees.

With your gift, we can break the cycle of poverty for good.

Give now at [INSERT LINK TO GIVE].

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# Email 7: Every Dollar Counts

**Subject:** Every Dollar Counts

Together, we’re making sure every person in our community has an equal chance at a bright future. And every dollar counts.

Did you know that ...

* $50 provides a meal, hot shower and clean clothes to a person experiencing homelessness.
* $300 provides literacy tutoring for a struggling student so they don't fall behind in school.
* $550 provides auto repairs or vehicle donations to help families in need maintain employment.
* $1,400 provides a year of meals delivered to homebound seniors with limited access to nutritionally sound meals.

And with each donation the United Way gets closer to their goal of creating a united community that works for everyone.

Even the smallest gesture can add up to big wins for our community.

Pledge your gift now at [INSERT LINK TO GIVE].

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# Email 8: Update on Campaign Goal

**Subject:** United Way Campaign ends on [INSERT DATE]

Our United Way campaign is coming to a close on [INSERT DATE] and we are [INSERT DOLLAR AMOUNT] away from our goal of [INSERT DOLLAR AMOUNT].

Our neighbors who are struggling are depending on you.

Donate now at [INSERT LINK TO GIVE].

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# Email 9: Focus on Education

**Subject:** Giving Kids an Equal Chance

How much money a parent makes and where a child lives shouldn’t determine their academic success. All kids deserve the same chance to do well in school. That’s why we’re making sure they enter kindergarten ready to learn, have the support they need to develop crucial reading skills and receive essential social and emotional support from preschool to graduation.

Last year, because of generous donors just like you:

* 10,290 children were served through United Way’s funded education programs.
* Over 90% of preschoolers in United Way funded programs met literacy benchmarks necessary to succeed in kindergarten. Only 57 elsewhere

With your gift, we can give every child in our community an equal chance to learn and succeed.

Give now at [INSERT LINK TO GIVE].

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# Email 10: Engagement Activity

-OR- A MESSAGE FROM OUR CEO {Workplace to insert personalized message from leadership encouraging giving/participation}

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# Email 11: Focus on Communities

**Subject:** Building Strong, Healthy Communities

Every person in our community should have access to quality, affordable health care. We believe being healthy, safe, and supported are human rights. Together with our partners, we’re building strong, stable, and healthy neighborhoods throughout Martin County.

Last year, because of generous donors just like you:

* 13,866 people received services that foster financial stability.
* 8,400 students and families received educational support.

With your gift, we can strengthen our community from the inside out.

Give now at [INSERT LINK TO GIVE].

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# Email 12: Meaningful Change

**Subject:** Meaningful Change

Each of you has an equal and important role to play in creating real, transformational change. Change that couldn’t happen without the agencies who are walking hand-in-hand with families who want more for their children. Or without donors like you who dig deep each year to help their neighbors have a better life. You are the ones who refuse to give up until our community educated, healthy and whole.

That change looked like [Saiidia](https://www.unitedwaymartin.org/SAIIDIA), a single mom of two children who relied on United Way funded programs to get back on her feet during life’s setbacks.

And [Sue](https://www.unitedwaymartin.org/SUE), a generous supporter who wants every young person in our community to have the same opportunity that’s been given to her children.

And [Andrea](https://www.unitedwaymartin.org/ANDREA), a caregiver who has peace of mind knowing that her 85-year-old mother with dementia has the opportunity to be social and participate in activities in a safe environment .

And so many more.

Give today at [INSERT LINK TO GIVE].

# Email 13: Focus on Basic Needs

**Subject:** Meeting Our Neighbors’ Basic Needs

Every person deserves a stable place to call home, food to eat and support during a crisis. But hundreds of kids right here in Martin County are living in cars or couch surfing. Or worse. Together, we’re helping families make connections and fill in the gaps when they’re struggling.

Last year, because of generous donors like you:

* [NUMBER] individuals were able to maintain stable housing.
* [NUMBER] shelter bed nights were provided for people without a place to sleep.
* [NUMBER] individuals had their immediate financial needs met during a time of crisis.
* [NUMBER] meals were served to people in need throughout the community.
* [NUMBER] community service referrals were made through the 211 Helpline.

With your gift, we can meet our neighbors’ basic needs.

Give now at [INSERT LINK TO GIVE].

# Email 14: Last Chance

**Subject:** It’s Not Too Late

We’re so proud of the progress we’ve made with our United Way campaign. Thank you to everyone who has pledged their gift and helped us get to [INSERT DOLLAR AMOUNT] raised!

If you haven’t made your gift yet, it’s not too late.

Give now at [INSERT LINK TO GIVE] before our campaign ends on [CAMPAIGN END DATE].