

CEO/CAMPAIGN LEADER

SAMPLE E-MAILS



United Way of San Antonio
and Bexar County

E-mail #1 (2-3 weeks before campaign kickoff)

Subject: Introducing our United Way Campaign

For our team here at **[COMPANY NAME]**, caring for the community through volunteering or philanthropy is a large part of our culture. Giving back to our neighbors, friends and fellow residents is ingrained in our DNA. We are proud to partner with United Way of San Antonio and Bexar County to make a real, lasting difference for others in our city.

Barriers to success stand in the way of countless people in our community and United Way is working diligently to create solutions that remove these roadblocks for everyone. To make the greatest impact for multi-generational change, United Way focuses on four priority areas:

- **PREPARING YOUNG CHILDREN FOR LIFE:** United Way works to ensure that all children have nurturing environments where they can be happy, healthy and ready for school.
- **HELPING STUDENTS SUCCEED:** United Way aims to have all students thrive in resource-rich environments that prepare them for success after graduation and in life.
- **STRENGTHENING INDIVIDUALS AND FAMILIES:** United Way works to ensure that all individuals and families flourish economically so they can maintain stability and a higher quality of life.
- **SUPPORTING PEOPLE IN CRISIS:** United Way provides safety net services for urgent needs, helping people get their lives back on track when the unexpected happens.

[COMPANY NAME] employees are incredibly compassionate, generous and driven to help others. I am proud of how dedicated our employees are to giving back to the community. I am confident we will make a difference through another successful United Way campaign this year. Your contribution will make a meaningful difference in someone's life.

Thank you for caring about our community. Thank you for donating to United Way.

Sincerely,

[Signature]

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United Way of San Antonio
and Bexar County

Email #2 (1-2 days before campaign kickoff)

Subject: Reminder to Support United Way

Everyone deserves the opportunity to be successful. Investing in United Way of San Antonio and Bexar County empowers your fellow residents to thrive in their education, careers and personal lives.

As we prepare to kick off our [COMPANY NAME] United Way Campaign, please know that we are providing a way for caring individuals to collectively unite and make an impact on others. If we work together, we can multiply that impact many times over.

More than any other charitable organization in San Antonio, United Way's investments in well-managed programs make a difference for hundreds of thousands. With United Way, your gift is maximized to have the farthest reach possible.

Helping people in need isn't just part of our culture here at [COMPANY NAME]; it is the right thing to do. Investing in United Way's programs is an effective way to help people who need it most. Please give and join us in creating lasting change for generations to come.

Sincerely,
[Signature]

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Sincerely,
[Signature]

Email #3 (1-2 days before campaign close)

Subject: There's Still Time to Give to United Way

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United Way of San Antonio
and Bexar County

I would like to take a moment to once again encourage your support of the [COMPANY NAME] United Way Campaign. Working together, we can make a meaningful difference for hundreds of thousands of people.

If you have already contributed, thank you for adding to our collective impact of creating meaningful change for our community. If not, please take a few minutes to consider the impact you can have on people in our city. Young children, students, families and others face growing challenges and need our help to overcome these generational barriers to success. Your investment will help them thrive in all stages of life.

Through United Way, you can invest in programs that provide tangible solutions for people. Please give.

Sincerely,
[Signature]

Email #4 (1-2 days after campaign close)

Subject: Thank You for Your Generosity

On behalf of [COMPANY NAME] and United Way, I would like to share our deep appreciation for your support of this year's campaign. Because of generous donors like you, United Way can help hundreds of thousands of people achieve their full potential. I hope you take great pride in your vital role in making good work and a strong community possible.

Thank you for investing in what matters.
Sincerely

[Signature]