



Communication is key to the success of any workplace campaign. Clear, targeted, and timely messages will help you reach your campaign goals. To help you get started, we have prepared a series of templates. Feel free to adapt them to suit your needs.

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United Way
Alberta Capital Region

Sample Email Communications

Campaign Launch – CEO Endorsement

To: The Employees of [ORGANIZATION NAME]
From: [CEO/Union President name(s)]
Subject: Ensure No One Gets Left Behind

Dear [EMPLOYEE'S NAME]:

I am pleased to announce our organization is once again supporting creating lasting change in our community by running a United Way donation campaign. Built on 80 years of experience, United Way of the Alberta Capital Region's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas and provide vital backbone support to our social services sector.

With the help of caring donors, we can continue to be there for the most vulnerable as we recover and rebuild by supporting the well-being and success of our entire community.

We at [ORGANIZATION NAME] are very proud of our track record in supporting United Way's efforts. Last year, we raised a total of [Last year's CAMPAIGN TOTAL], and we hope to exceed that amount this year.

We know that you want to do good for your community. That's why we are inviting you to be part of an important movement to create a community where everyone has the chance to thrive.

Do local good by donating today. Click here to make your contribution [Insert link]. [Or if using paper packages, by filling out your pledge form.]

Thank you,

[CEO/Union President(s)]

Sample Email Communications

Campaign Launch – Union/Management

To: The Employees of [ORGANIZATION NAME]
From: [Management/Union President]
Subject: Ensure No One Gets Left Behind

Dear [EMPLOYEE'S NAME]:

Each year, our union is honoured to engage with our employees to support United Way of the Alberta Capital Region. Built on 80 years of experience, United Way's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas and provide vital backbone support to our social services sector.

With the help of caring donors, we can continue to be there for the most vulnerable as we recover and rebuild by supporting the well-being and success of our entire community.

We at [UNION NAME] are very proud of our track record in supporting United Way's efforts. Last year, we raised a total of [Last year's CAMPAIGN TOTAL], and we hope to exceed that amount this year.

We know that you want to do good for your community. That's why we are inviting you to be part of an important movement to create a community where everyone has the chance to thrive.

Do local good by donating today. Click here to make your contribution [Insert link]. [Or if using paper packages, by filling out your pledge form.]

Thank you,

[Management/Union President]



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Sample Email Communications

Campaign Launch – Retirees

To: The Retirees of [ORGANIZATION NAME]

From: [RETIREE CHAIR]

Subject: Ensure No One Gets Left Behind

Dear [RETIREE'S NAME]:

All employees, both current and retired, should be proud of our organization's tradition of supporting United Way of the Alberta Capital Region. Built on 80 years of experience, United Way's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas and provides vital backbone support to our social services sector.

With the help of caring donors, we can continue to be there for the most vulnerable as we recover and rebuild. Your contribution supports the well-being and success of our entire community.

We at [ORGANIZATION NAME] are very proud of our track record in supporting United Way's efforts. Last year, we raised a total of [Last year's CAMPAIGN TOTAL], and we hope to exceed that amount this year.

We know that you want to do good for your community. That's why we are inviting you to be part of an important movement to create a community where everyone has the chance to thrive. Do local good by donating today.

If you have any questions, please call me at [PHONE NUMBER] or email me at [E-MAIL ADDRESS]. I would be delighted to answer any questions you may have. On behalf of the [ORGANIZATION NAME]'s United Way Campaign Committee, thank you for your help.

Sincerely,

[RETIREE CHAIR NAME]



Reminder #1

To: The Employees of [ORGANIZATION NAME]
From: [EMPLOYEE CAMPAIGN CHAIR]
Subject: Join the Movement to Strengthen Our Community

Dear [EMPLOYEE'S NAME]:

Did you know that you can be a part of a movement to create lasting change in our community?

United Way of the Alberta Capital Region leads and supports both responsive solutions that address immediate needs in crisis situations and long-term systematic solutions for lasting change right here in our local community.

Only with the help of caring supporters can we continue to be there for the most vulnerable as we recover and rebuild. When we ensure that no one is left behind, we support the well-being of our entire region.

[Test Donor], there's still time to make your safe and secure donation to United Way using your personalized donation link.

Click here to make your contribution [Insert link]. [Or if using paper packages, by filling out your pledge form.]

Sincerely,

[EMPLOYEE CAMPAIGN CHAIR]





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Sample Email Communications

Reminder #2

To: The Employees of [ORGANIZATION NAME]
From: [Employee Campaign Chair/Leadership Coordinator]
Subject: We're Halfway There! Help Strengthen Our Community

Dear [EMPLOYEE'S NAME]:

As of today, our campaign is halfway over, and we only have [X] weeks left! I'm so proud of what our team has been able to accomplish in such a short time, and I'm inspired by the generosity of our staff. Together, we are doing local good to strengthen our community.

I hope that you will help us keep the momentum going by making your donation to United Way today.

Click here to make your contribution [Insert link]. [Or if using paper packages, by filling out your pledge form.]

Thank you,

[Employee Campaign Chair/Leadership Coordinator]



Reminder #3

To: The Employees of [ORGANIZATION NAME] From: [Employee Campaign Chair/Leadership Coordinator] Subject: Time is Running Out to Respond

Dear [EMPLOYEE'S NAME]:

Our company's United Way campaign ends in less than 48 hours, but there's still time to make your donation. Use this personalized link to visit our online campaign page and make a secure gift today.

Click here to make your contribution [Insert link]. [Or if using paper packages, by filling out your pledge form.]

I know that being there for the most vulnerable in our community matters to you. That's why United Way ensures your donation is helping families, neighbours, and friends right here in the Alberta Capital Region who are struggling.

It only takes a few minutes to give. Your decision will help our community thrive as we recover and rebuild and provide vital backbone support to the social services sector in our region.

Sincerely,

[Employee Campaign Chair/Leadership Coordinator]





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Sample Email Communications

Reminder – Early Bird Draw

To: The Employees of [ORGANIZATION NAME]
From: [Employee Campaign Chair/Leadership Coordinator]
Subject: Do Local Good in these Challenging Times

Dear [EMPLOYEE'S NAME]:

[ORGANIZATION NAME]'s United Way campaign is off to a great start, and I hope you are having fun participating in our campaign activities. Stay up to date by checking [INSTRUCTIONS OR CALENDAR OF EVENTS] daily for our calendar of events.

Today, I wanted to remind you about our Early Bird Draw. If you haven't made your pledge yet, I encourage you to make your decision to give. The deadline to enter is [EARLY BIRD DEADLINE].

If you donate now, you will be entered to win:

- [**FILL IN PRIZE DETAILS HERE**]
- [**FILL IN PRIZE DETAILS HERE**]
- [**FILL IN PRIZE DETAILS HERE**]

These are great prizes, but the best reward is knowing that thanks to your generosity, vital services and programs are being delivered to vulnerable families and individuals in our community.

Giving to United Way is easy and will take you less than two minutes. Please make your decision to give by [“filling out your pledge form” <OR IF USING UNITEDWAY@WORK “[click your personalized donation link](#)”] before time runs out.

Good luck in the early bird draw!

[Employee Campaign Chair]





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Sample Email Communications

Reminder – Campaign Extension

To: The Employees of [ORGANIZATION NAME]
From: [Employee Campaign Chair]
Subject: It's Not Too Late to Help the Most Vulnerable

Dear [EMPLOYEE'S NAME]:

We've been getting questions about whether there is still time left to participate in [ORGANIZATION NAME]'s United Way campaign.

I'm happy to tell you that YES, you can still donate today.

We're about [% REMAINING TO GOAL] of the way to achieving our goal of \$ GOAL HERE**. This goal shows our commitment to helping make our community a great place for everyone, and we need your support.

Our United Way campaign has been extended to [NEW CAMPAIGN END DATE]. If you haven't made your pledge yet, I hope you will consider joining your [ORGANIZATION NAME] colleagues in making a gift to United Way.

Thank you,

[Employee Campaign Chair]





Leaders of the Way Campaign Messaging

[Insert the following paragraph if running a Leaders of the Way campaign or sending targeted messages to existing Leaders]

Leaders of the Way inspire others by setting an example of giving and demonstrating their commitment to addressing poverty by donating between \$1,200 and \$9,999 annually. Here are just a few examples of the kinds of things a Leadership gift can do:

- **\$47 bi-weekly** – Can provide resources to empower 12 women in a job training program.
- **\$100 bi-weekly** – Can provide one month of rent, insurance, and electricity for two families living in low income.
- **\$190 bi-weekly** – Helps seniors in need get transported to doctor's appointments and other activities.





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Sample Email Communications

Everyday Hero Campaign Messaging

[Insert the following paragraph if running an Everyday Hero campaign]

This is the last year to be an Everyday Hero and double the power of your donation! Any new Everyday Hero – giving between \$365 and \$1,199 – will have their gift matched dollar-for-dollar. If you're already a United Way donor below the Everyday Hero level, simply lift your gift between \$365 and \$1,199 and the difference will be matched. It's all possible thanks to a limited time matched donation program from Edmonton Community Foundation, a generous partner of United Way.

