

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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2022 Key Messages

What is poverty and why does it matter?

- Poverty is when people lack or are denied economic, social, and cultural resources to have a quality of life that sustains and facilitates full and meaningful participation in the community.
- Poverty holds our community back from reaching its full potential. Poverty takes a tremendous personal toll on individuals and families and a monetary toll on our economy. Individuals struggling with poverty have complex needs impacting multiple areas of their lives and need supports that work together to address those needs and find lasting solutions
- **Many local low-income individuals and families have limited resources and opportunities to change their situation without supports for basic needs, coaching, training, mental health challenges, and other empowerment programming to help them navigate and overcome barriers to their success.**
- Our community continues to feel the socioeconomic impacts of the pandemic, including unemployment, inflation, and the increased cost of living. Our region has also seen an increase in newcomers and refugees after two years of closed borders and an increase in war and violence around the world.
- More local people are being pulled into poverty and there is an increased need for services. More than ever, people need supports to stay afloat.

Introducing United Way of the Alberta Capital Region

- United Way of the Alberta Capital Region takes a systems-wide approach to deliver a coordinated network of social programs and services addressing a range of needs for vulnerable children, families, and individuals.
- United Way's approach brings together social agencies, schools, organizations, and governments to collaborate and deliver local programs and services addressing the root causes of poverty. Working together, we minimize duplication and deliver larger scale impacts and lasting change.
- Built on over 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 that supports both responsive solutions to immediate needs in crisis situations and long-term systemic solutions for lasting change.
- Funds raised strengthen our local communities. Your contribution helps your neighbours – you will see the difference right here in the Alberta Capital Region.



- Local agencies are also feeling the increased pressure of the current economic challenges, with increased requests for support. United Way provides smaller charities critical funding and backbone supports – technology infrastructure, fundraising, administration, and human resources – enabling them to focus on delivering much needed programs in the community.
- We are accountable to the communities we serve, and regularly report on how contributions are directed and make an impact in community.
- Committed and knowledgeable local volunteers participate in determining how funds are distributed and used for maximum social good.
- United Way of the Alberta Capital Region is an independent non-profit organization, with our own local governance Board, leadership, employees, and committed volunteer network of thousands, right here in the Alberta Capital Region.

Campaign Theme: Do Local Good

- Our work, our people, and our volunteers reflect our communities and are focused on ensuring no one is left behind in our local area.
- With the pandemic and economic challenges, more of our neighbours than ever are struggling. With the help of caring supporters, we can continue to be there for the most vulnerable as we recover and rebuild, supporting the well-being and success of our entire community.
- When you support United Way, you are an important part of a movement of changemakers who share your social purpose and want the same things for our community. Together, your actions and resources multiply your impact right here at home.
- Giving locally, you will see the direct impact of your contributions supporting friends and neighbours in your community. Both you and your community benefit and are better when everyone can thrive.

Asking for Donations

- Do local good and help us strengthen our community and make sure no one is left behind. Donate today.
- You care about social causes and issues impacting our community. Join others who share your sense of purpose and care about the same things to build a **community where everyone has the chance to thrive**. United, we can make real change happen in our community.
- You can make a bigger impact when your actions and resources are combined with others - your contribution goes farther to do greater good in our community.



- You are actively building our community's brighter future. Your contribution helps your neighbours – you will see the difference right here in the Alberta Capital Region.
- Your contributions support tools and resources that enable smaller charities that you also care about to do their work.
- Supporting United Way supports systemic change. Working together, we make the most efficient and effective use of those resources to create the best outcomes. Your contributions go farther and wider than any other charitable investment you can make.
- You will see the direct impact of your investment, so you can be sure your community gets value for money and see how United Way is investing in the most efficient and effective solutions right here.

Messages for Overcoming Fundraising Costs Objections

- As a leader in the social sector, United Way holds itself accountable to its community by publicly reporting clear and transparent information about our financials, administration, compensation costs, and impact.
- We have an independent volunteer governance Board that reviews and approves our budgets to ensure good financial oversight. They help ensure our work has excellent value for our community.
- [The independent Charity Intelligence Canada, rates our United Way among the top 100 fundraising organizations in Canada and gives us a 5 out of 5 rating based on reporting, financial transparency, need for funding, cents to the cause, and social impact.](#)
- United Way's administrative costs can vary year over year depending on numerous factors such as total dollars raised, increased need for support in the social services sector and the community, as well as other economic and strategic factors. We are a leader in fiscal responsibility and are always well below the 35% threshold for non-profit organizations as set out by the Canada Revenue Agency.
- Administration costs fund salaries, provide backbone supports (such as fundraising, reporting, staff, and technology) to smaller non-profits, and create valuable programs across the social service sector.
- We value the expertise, skills, and hard work our staff provide that translate directly to significant positive impact in our local community. To ensure staff are compensated both fairly and responsibly, salaries are established through compensation comparison to other charitable organizations, an assessment of roles and responsibilities, and our commitment to spending dollars wisely.

Campaign Launch – CEO Endorsement

To: The Employees of [ORGANIZATION]

From: [CEO]

Subject: Create Lasting Change

Dear [EMPLOYEE'S NAME]:

I am pleased to announce our organization is once again supporting creating lasting change in our community by running a workplace campaign in support of United Way of the Alberta Capital Region.

Due to the ripple effects of the pandemic, the rising cost of living, and global conflict, things are getting harder for our neighbours here in the Edmonton region.

Poverty holds our community back from reaching its full potential, and it requires us to work together to address complex needs and find lasting solutions.

Together, we are creating pathways out of poverty for vulnerable members of our community.

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

Built on over 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.

Join the movement with others who share your social purpose and want the same things for our community. By giving to United Way, your actions and resources multiply your impact right here at home.

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]

Campaign Launch – Union

To: The Members of [UNION]
From: [UNION PRESIDENT]
Subject: Create Lasting Change

Dear [MEMBER'S NAME]:

Each year, our union is honoured to engage with our members to support United Way of the Alberta Capital Region.

Due to the ripple effects of the pandemic, the rising cost of living, and global conflict, things are getting harder for our neighbours here in the Edmonton region.

Poverty holds our community back from reaching its full potential, and it requires us to work together to address complex needs and find lasting solutions.

Together, we are creating pathways out of poverty for vulnerable members of our community.

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

Built on over 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.

Join the movement with others who share your social purpose and want the same things for our community. By giving to United Way, your actions and resources multiply your impact right here at home.

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,

[UNION PRESIDENT]

Campaign Launch – Retirees

To: The Retirees of [ORGANIZATION]

From: [RETIREE CHAIR]

Subject: Create Lasting Change

Dear [EMPLOYEE'S NAME]:

I am pleased to announce our organization is once again supporting creating lasting change in our community by running a workplace campaign in support of United Way of the Alberta Capital Region. All employees, both current and retired, should be proud of our organization's tradition of supporting United Way of the Alberta Capital Region.

Due to the ripple effects of the pandemic, the rising cost of living, and global conflict, things are getting harder for our neighbours here in the Edmonton region.

Poverty holds our community back from reaching its full potential, and it requires us to work together to address complex needs and find lasting solutions.

Together, we are creating pathways out of poverty for vulnerable members of our community.

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

Built on over 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.

Join the movement with others who share your social purpose and want the same things for our community. By giving to United Way, your actions and resources multiply your impact right here at home.

Do local good by donating today.

If you have any questions, please call me at [PHONE] or email me at [EMAIL] and I would be delighted to assist you. On behalf of [ORGANIZATION]'s United Way Campaign Committee, thank you for your support.

Sincerely,

[RETIREE CHAIR NAME]

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:

- **\$50 bi-weekly** can provide a brighter future for a student and their family through All in for Youth wraparound supports for one year.
- **\$200 bi-weekly** can provide resources to empower 50 women in a job training program.
- **\$385 bi-weekly** provide wraparound psychological support for two families, including play therapy and advanced trauma processing.

Reminder #1

To: The Employees of [ORGANIZATION]
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 supports responsive solutions that address immediate needs in crisis situations and long-term systemic solutions for lasting change.

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

[EMPLOYEE NAME], 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 [LINK].
[Or if using paper packages, by filling out your pledge form.]

Sincerely,
[EMPLOYEE CAMPAIGN CHAIR]

Reminder #2

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

Dear [EMPLOYEE'S NAME]:

As of today, your campaign is halfway over—we only have [XXX] weeks left! I'm so proud of what your team has been able to accomplish in such a short time, and I'm inspired by the generosity of your 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 [LINK].
[Or if using paper packages, by filling out your pledge form.]

Thank you,
[ECC/Leadership Coordinator]



Reminder #3

To: The Employees of [ORGANIZATION]
From: [ECC/Leadership Coordinator]
Subject: Time is Running Out to Respond

Dear [EMPLOYEE'S NAME]:

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

Click here to make your contribution [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 is why United Way ensures your donation is helping families, neighbours, and friends right here in the Alberta Capital Region. Your decision will help our community thrive.

It only takes a few minutes to give. United, we can make real change happen in our community.

Sincerely,
[ECC/Leadership Coordinator]



Early Bird Draw

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

Dear [EMPLOYEE'S NAME]:

[ORGANIZATION]'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.

If you make your decision before [DEADLINE], you will be entered to win:

[PRIZE DETAILS]

[PRIZE DETAILS]

[PRIZE DETAILS]

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 / clicking your personalized donation link] before time runs out.

Good luck in the early bird draw!

[Employee Campaign Chair]



Campaign Extension

To: The Employees of [ORGANIZATION]
From: [Employee Campaign Chair]
Subject: It's Not Too Late to Help Our Community

Dear [EMPLOYEE'S NAME]:

We've been getting questions about whether there is still time left to participate in [ORGANIZATION]'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]. 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] colleagues in making a gift to United Way.

Thank you,
[ECC]