

SAMPLE COMMUNICATIONS @WORK PLEDGE TOOL

Workplace Fundraising

2024





Table of Contents

Workplace Campaign Fundraising Email Best Practices.....	3
Pledge Drive Messaging	3
@Work Email Schedule.....	3
Additional Campaign Emails	4
Tips & Tricks.....	4
Sample Campaign Emails	5
Campaign Announcement	5
Mid Campaign Touchpoint	6
Campaign Wrap-Up	7
Default AtWork Pledge Drive Emails.....	8
Campaign Launch Email.....	8
Reminder Email #1	9
Reminder Email #2	10
Last Chance Email.....	11
Thank You Email.....	12





Workplace Campaign Fundraising Email Best Practices

Pledge Drive Messaging

Messaging is key during your pledge drive. This is what will entice people to make an informed decision to support or not support United Way and your campaign.

While there is plenty of information available to educate employees about United Way, your campaign, and the importance of their contributions, concise and impactful messages tend to achieve higher participation rates.

@Work Email Schedule

The pledge typically lasts two to three weeks, during which time 3 – 5 emails are sent automatically through our @Work pledge tool. United Way has carefully crafted default content for these emails which can be found on page 8 below. While we suggest using our messaging, feel free to customize these emails as you see fit.

Your United Way representative must receive your email schedule and messaging two weeks prior to your pledge drive launch date. This will ensure there is sufficient time to review the messaging, and upload onto the system for emails to be sent to employees on the dates indicated. If messaging is received less than two weeks prior to your pledge drive launch date, this may delay the email schedule and delivery.

The welcome email will go to all staff when your campaign launches. Subsequent reminder emails will only go to those who haven't made a decision.

Once you have created the schedule for your messaging, please advise United Way of the following:

Welcome Email

- Date:
- Time: morning or afternoon (United Way cannot guarantee specific times)
- Subject Line: keep the subject line short yet informative to entice people to open the email
- Sender Name: the email is sent from our server so the senders email address won't be attached; however, their name can be displayed. Obtain approval from the individual listed as the sender before submitting your messaging for use.





Reminder Email(s)

- Date:
- Time: morning or afternoon (United Way cannot guarantee specific times)
- Subject Line: keep the subject line short yet informative to entice people to open the email
- Sender Name: the email is sent from our server so the senders email address won't be attached; however, their name can be displayed. Obtain approval from the individual listed as the sender before submitting your messaging for use.

Additional Campaign Emails

We recommend sending additional emails before, during, and after the pledge drive to inform staff about upcoming campaign events & activities, and results. Sample content for these emails can be found on page 5 below.

Tips & Tricks

- Create an impactful subject line.
- Keep it short and sweet.
- Personalize your message.
- Consider adding visual content. You can use your own photos or any of the visuals on www.myunitedway.ca/campaign-resources
- Consider adding an incentive for people to make their pledge decisions.
- Make sure to send any additional communications to all your staff, as the default @Work emails only go to those who have not made a decision yet.
- Let people in your organization know when to expect the pledge drive emails and from whom so they do not think it is spam.





Sample Additional Campaign Emails

Campaign Announcement

Subject Line: Get Ready! Our United Way Workplace Campaign is Starting Soon 🎉

Hi there,

<Organization> is thrilled to announce that our annual United Way Workplace Campaign is just around the corner! This is an exciting opportunity for us to come together and make a positive impact in our community.

Last year, we raised an incredible \$<amount raised last year> during our campaign. This year, we aim even higher with a goal of \$<goal amount for this year>. I know that together, we can achieve this. 🙌

📅 Mark Your Calendars

You will receive an email from <name of sender> (email address campaign@uwatwork.com) on <specific date>. This email will contain all the details you need to make your decision.

🎁 Early Bird Draw

As an added incentive, everyone who makes their decision by <early bird date> will be entered into an early bird draw for <prize>!

🗓️ Campaign Events

To build up the excitement, we have a series of fun and educational events planned throughout the campaign:

- <List of upcoming events>

We can't wait to see everyone participate and have some fun while building a strong, vibrant community together. Let's show our collective strength and spirit by supporting United Way.

With gratitude,

<Signature>





Mid Campaign Touchpoint

Subject Line: We're Halfway There! Join Us for More United Way Fun 🎉

Hey there,

We are halfway through our United Way Workplace Campaign, and we couldn't be more excited about the progress we've made together. A big thank you to everyone who has participated so far—your enthusiasm and generosity are truly inspiring!

So far, we have raised **<amount OR percentage raised so far>**! Let's keep the momentum going and reach our goal!

Make Your Decision

If you haven't made your pledge decision yet, there is still time! Please submit your decision by **<final decision date>**. Even if you're unable to donate this year, we ask that you still make your decision by this date to help us finalize our campaign efforts. Everyone who makes a decision will be entered into a draw for **<prize>**!

Make your pledge decision here: **<Pledge drive link>**

Upcoming Events

Don't forget, we have more exciting events coming up:

- **<List of upcoming events>**

<Consider inserting photos/highlights from your kickoff event>

With gratitude,

<Signature>





Campaign Wrap-Up

Subject Line: Thank You for Making a Difference! ✨

We did it! With your incredible support and dedication, our United Way Workplace Campaign has come to a successful close. We are immensely proud to announce that together, we have raised an outstanding \$<amount raised>! This achievement is a testament to the generosity and commitment of each and every one of you.

Let's take a moment to celebrate this incredible success. This campaign has brought us closer together as a team and has reinforced our commitment to a strong, vibrant community where no one is left behind. 🎉

Because of you, families will receive the support they need to thrive, and individuals will have access to the resources necessary for a brighter future. 🙌

Thank you once again for your support and participation in this meaningful campaign. ❤️

<Consider inserting photos/highlights from your kickoff event>

With gratitude,

<Signature>





Default @Work Pledge Drive Emails

Campaign Launch Email

Subject: Join Us to Ensure No One is Left Behind

Dear **<First Name>**,

Today we launch our fundraising campaign for United Way of the Alberta Capital Region, and we want to invite you to join us in our efforts to build a strong, vibrant community where no one is left behind.

You can drive purposeful and meaningful social change for vulnerable children, families, and individuals facing complex barriers. By supporting United Way, you are investing in programs that address key issues such as mental health, education, and financial literacy.

Together, we can build a more inclusive community where everyone, regardless of their background or circumstances, has the opportunity to thrive.

Every dollar you donate stays 100% local, benefiting a network of social programs and services that empower people to improve their lives.

Let's change lives together. Donate or make your decision today!

<Link>

With gratitude,

<Signature>





Reminder Email #1

Subject: Imagine the Difference We Can Make Together!

Dear **<First Name>**,

As our fundraising campaign continues, we want to remind you of the incredible impact your donation to United Way of the Alberta Capital Region can have on our community.

Imagine for just a moment the difference you can make.

Your generosity today can provide a path to graduation for a vulnerable student, offer a safe space for someone struggling with their mental health, or empower a newcomer with the financial literacy skills necessary to build a better future in Canada.

Your donation is an investment in the well-being of the community we all love!

<First Name>, by participating in the campaign, you are joining a movement of changemakers who are determined to improve the lives of vulnerable children, families, and individuals. Together, we can create lasting change, build stronger communities, and ensure that no one is left behind.

Please consider donating or making your decision today.

<Link>

With heartfelt appreciation,

<Signature>





Reminder Email #2

Subject: Time is Running Out — Donate Now!

Dear **<First Name>**,

You're running out of time to join us in our fundraising campaign for United Way of the Alberta Capital Region. Can we count on your donation this year? Your gift to United Way will directly fund programs and services that address a range of needs for vulnerable children, families, and individuals in our community.

<First Name>, your decision to give will have a lasting impact. It will enable United Way to reach more individuals, support more initiatives, and create a ripple effect of positive change throughout our community.

Every dollar counts. Don't miss this opportunity to be a force for local good. Donate or make your decision now.

<Link>

With gratitude,

<Signature>





Last Chance Email

Dear **<First Name>**,

We're reaching out one final time to invite you to make a lasting impact on the lives of children, families, and individuals in your community. As our United Way campaign draws to a close, we want to remind you of the tremendous power your donation holds.

United Way of the Alberta Capital Region is committed to creating a strong and vibrant community where no one is left behind. However, we can only achieve this vision with the support of changemakers like you.

Every dollar donated to United Way goes toward funding essential programs and services that make a tangible difference in the lives of our vulnerable neighbors. Whether it's providing in-school resources that help kids graduate, improving navigation to mental health resources, offering financial literacy workshops, and so much more — contributions like yours are the driving force behind these critical supports.

<First Name>, this is your last chance to join our collective movement for change before the campaign ends. Don't let this opportunity pass you by. Please make your donation or your decision today.

<Link>

With gratitude,

<Signature>





Thank You Email

Subject: United Way Donation Confirmation: Thank You!

Thank you!

<First Name>, we are tremendously grateful for your support of United Way of the Alberta Capital Region and for helping to create a strong and vibrant community where no one is left behind. Your donation is key to helping people access the resources, services, and expertise they need to reach their full potential and create a better future. Together, we are creating a community where everyone has the chance to thrive.

If you have chosen payroll deduction, you authorize your employer to process your gift, and your tax credit will appear on your T4 slip. Tax receipts for one-time immediate credit cards will be issued weekly. Tax receipts for monthly credit cards will be issued by payment. Tax receipts for all other donations will be distributed in February of the year following the donation.

If you need help, contact United Way's Service Hub at 780-990-1000 or servicehub@myunitedway.ca

Thank you again for joining our movement of changemakers to create lasting change in our community.

Share your support for United Way of the Alberta Capital Region by following us on social media and sharing with your networks.

Donation Details

This information is provided for your records and convenience only. Please do not forward this e-mail as it contains private information intended only for you.

