

# SAMPLE COMMUNICATIONS CUSTOM PLEDGE TOOL

**Workplace Fundraising**

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2024





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## 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.

### Email Schedule

The pledge typically lasts two to three weeks, during which time we suggest sending 3 – 5 emails. Sample content for these emails can be found on page 5 below.

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 before you send 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.

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

### Welcome Email

- Date:
- Subject Line:
- Email Content:

### Reminder Email(s)

- Date:
- Subject Line:
- Email Content:

### Campaign Wrap-Up Email

- Date:
- Subject Line:
- Email Content:





## 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](http://www.myunitedway.ca/campaign-resources)
- Consider adding an incentive for people to make their pledge decisions.





## Sample Campaign Emails

### Welcome Email

Subject: Join Us to Ensure No One is Left Behind 🤝

Hey there,

<Organization> is thrilled to announce that our annual United Way Workplace Campaign starts today, and we want to invite you to join us in our efforts to build a strong, vibrant community where no one is left behind.

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. 🤝

You can make your decision here: <Pledge drive link>

### 🎁 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>

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.

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>





## Reminder Email #1

Subject: Imagine the Difference We Can Make Together! 🤝

Hey there,

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! ❤️

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: [<Pledge drive link>](#)

### 🗓️ Upcoming Events

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

- [<List of upcoming events>](#)

With heartfelt appreciation,

[<Signature>](#)





## Reminder Email #2

Subject: 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!

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. 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: **<Pledge drive link>**

### 📅 Upcoming Events

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

- **<List of upcoming events>**

With gratitude,

**<Signature>**





## Last Chance Email

Subject Line: 🕒 Time is Running Out – Donate Now!

Hey there,

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. ✨

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 today: [<Pledge drive link>](#)

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 events>

With gratitude,

<Signature>

