

SAMPLE COMMUNICATIONS @WORK PLEDGE TOOL

Workplace Fundraising

2025

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Workplace Campaign Fundraising Communications Guide

Campaign Messaging Best Practices

Your workplace campaign is more than a fundraising drive—it's an opportunity to build a community of changemakers within your organization. This guide will help you create communications that inspire action, build lasting engagement, and demonstrate real impact in our community.

The Power of Strategic Messaging

Effective campaign messaging does three things:

1. **Connects hearts to cause** through authentic storytelling
2. **Provides clear pathways** for different types of engagement
3. **Builds momentum** through consistent, purposeful communication

While making a pledge decision remains a primary goal, we've expanded opportunities for engagement to include learning, volunteering, and staying connected through our impact newsletter.

NEW FOR 2025: Match the Moment Campaign A generous anonymous donor has provided a \$500,000 matching fund available September 1 - December 31, 2025. This creates a powerful opportunity for your workplace campaign participants to double their impact.



@Work Email Schedule & Strategy

Email Cadence

A pledge drive 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 in this guide. While we suggest using our messaging, feel free to customize these emails as you see fit.

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.

Important: Submit your email schedule and content to United Way **two weeks** before launch to ensure proper setup and testing. If messaging is received less than two weeks prior to your pledge drive launch date, this may delay the email schedule and delivery.

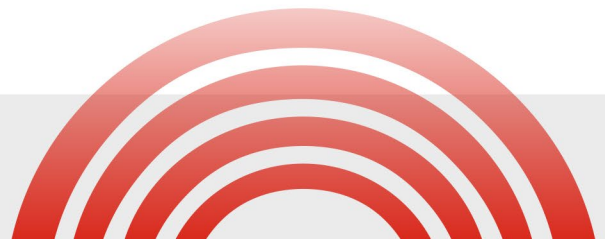
Email Schedule Template

Welcome Email

- Date:
- Time: Morning/Afternoon
- Subject Line: [Keep it short, action-oriented, consider mentioning match opportunity]
- Sender Name: [Get approval from sender]

Reminder Email(s)

- Date:
- Time: Morning/Afternoon
- Subject Line: [Create urgency, highlight impact, emphasize limited-time match]
- Sender Name: [Get approval from sender]



Additional Campaign Communications

Beyond automated pledge emails, send these strategic touchpoints:

Pre-Campaign (1-2 weeks before)

- **Teaser Email:** Build excitement, save the date, introduce match opportunity
- **Leadership Message:** CEO/executive endorsement including match benefits

During Campaign

- **Impact Spotlights:** Feature each focus area (Mental Well-Being, Educational Success, Financial Security) with match messaging
- **Progress Updates:** Celebrate milestones, emphasize match fund depletion
- **Event Reminders:** Drive participation, mention match opportunity

Post-Campaign

- **Results Celebration:** Share collective impact including matched funds utilized
- **Ongoing Engagement:** Newsletter sign-up push

Communication Tips & Tactics

Subject Line Formulas That Work

- Question + Benefit: "Ready to double your impact in Edmonton?"
- Number + Impact: "3 ways your matched gift transforms our community"
- Urgency + Action: "Limited time: Double your impact before match expires"
- Personal + Powerful: "[Name], see what your matched gift made possible"

Content Best Practices

- **Lead with impact**, enhance with match opportunity
- **Use specific examples** from our three focus areas
- **Consider adding an incentive** for people to make their pledge decision
- **Keep paragraphs short** (2-3 sentences max)
- **Add visual elements** when possible



Important: Make sure to send any additional communications to all your staff, as the default @Work emails will 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.

Building Engagement Beyond Donation

- Link to impact stories for deeper learning
- Share volunteer opportunities
- Encourage social sharing with campaign hashtag
- Highlight that employer matching + anonymous match = triple impact



Sample Campaign Emails

Pre-Campaign Announcement

Subject Line: Something big is coming to **[Organization]** – and your impact could double

Hi team,

What if you could help a student graduate, support someone's mental health journey, AND empower financial independence—all while doubling your impact?

Our United Way Workplace Campaign launches [date], and this year, we have an incredible opportunity.

Thanks to a generous anonymous donor, we have access to a **\$500,000 matching fund** available September 1 - December 31. That means your gift could go twice as far to help people in our community.

Yes, you can donate (and see exactly how every dollar creates change). But you can also:

- **Learn** how we're tackling our community's biggest challenges
- **Volunteer** your skills where they're needed most
- **Stay connected** with monthly impact stories in your inbox

Mark your calendars:

- Campaign Launch: [Date]
- Kickoff Event: [Date/Time/Location]
- Special Speaker: [Name/Topic]

Watch for an email from **[Sender Name]** on **[date]** with all the details—including how your gift could be matched.

Together, we're not just giving—we're building a stronger Edmonton region, and this year, we can do twice as much.

[Signature]



P.S. Can't wait? Explore United Way's focus areas for inspiring stories delivered monthly. And remember—the match fund operates on a first-come, first-served basis through December 31.



Mid-Campaign Momentum Email

Subject: We're crushing it! Plus, your gift could still be doubled

Hi [First Name],

WOW! We're already at [X%] of our goal with [\$amount raised]!

Even better news: **The \$500,000 match fund is still available**, which means your gift today could still be doubled.

Your generosity is already at work:

- Funding culturally sensitive mental health support to help break stigma
- Helping students stay in school and graduate through wraparound supports
- Empowering people to strengthen their financial future and feel more confident about their money

Haven't made your decision yet? There's still time to join this movement AND potentially double your impact:

But donating isn't the only way to make a difference:

4. **Deep Dive into Impact:** Learn how our support of United Way is transforming lives by [strengthening mental well-being](#), [eliminating barriers to educational success](#), and [empowering financial security](#).
5. **Spread the Word:** Share why you support United Way on social using #DoLocalGood.

Remember: Everyone who participates by [date] is entered to win [prize]!

Together, we're proving that when a community unites, anything is possible. And this year, we can make twice the impact.

[Signature]



Campaign Launch Email (@Work Platform)

Subject: Join Us to Ensure No One is Left Behind

Dear [First Name],

Today, **18% of students in our region won't graduate high school**. One in five Albertans struggles with their mental health. And far too many families choose between groceries and rent.

These aren't just statistics—they're our neighbors, colleagues, and community members.

Today, you can change these stories. And thanks to a \$500,000 anonymous matching gift, your impact could go twice as far.

When you support United Way of the Alberta Capital Region, you're not just donating—you're investing in proven solutions that:

- **Strengthen Mental Well-being** through accessible counselling and 211 Alberta's 24/7 information line
- **Eliminate Educational Barriers** with programs like All in for Youth that help students graduate
- **Empower Financial Security** through job training and financial literacy programs

Ready to make your impact?

Every dollar stays 100% local, creating ripples of positive change throughout our community. And with the match, those ripples go twice as far.

Donate or make your decision today.

[LINK]

With gratitude, [Signature]

P.S. The \$500,000 match is available to double the impact of new and increased donations now through December 31.



Reminder Email #1 (@Work Platform)

Subject: [First Name], what could \$10 do if it was doubled?

Dear [First Name],

Maybe \$10 is your Tuesday coffee run. But thanks to United Way and our anonymous matching donor, that same \$10 could become \$20 and:

- Provide two weeks of nutritious meals for a student through All in for Youth
- Connect two people in crisis to mental health support through 211 Alberta
- Support job readiness programs for two people seeking employment

Small acts create big change. Matched small acts create even bigger change.

Right now, 1 in 6 people in our region struggle to meet basic needs. Your support—at any level—helps rewrite their stories. And with matching available, you can help rewrite twice as many.

Your Match Status: If you're a new donor or increasing your previous gift, your contribution may be matched dollar-for-dollar from our \$500,000 matching fund (available through December 31).

Every action, no matter how small, contributes to a stronger, more resilient community when we join United Way's movement of changemakers.

Please consider donating or making your decision today.

[LINK]

With appreciation, [Signature]

Reminder Email #2 (@Work Platform)

Subject: The story that changed everything (and could be doubled)

Dear [First Name],

Last month, Sarah called 211 Alberta at 2 AM, desperate and alone. Today, she's in counselling, connected to supports, and rebuilding her life.

Marcus was failing Grade 10 until All in for Youth stepped in. He graduates this June—first in his family.

After leaving an unsafe relationship, Carmen was doing everything she could to provide for her son. Then she found Empower U—a United Way-funded program. Week by week, she learned how to budget, save, and believe in a better future.

"Before Empower U, I was surviving. Now I'm building something—for me and for my son."

These transformations happen because people like you believe in the power of community.

Our campaign ends in just [X days], and **the \$500,000 match fund is still available.** You can be a part of these stories and help us create twice as many of them.

Donate or make your decision now.

[LINK]

With gratitude, [Signature]



Last Chance Email (@Work Platform)

Subject: [First Name], final hours to double your impact

Dear [First Name],

In less than 24 hours, our United Way campaign closes.

But the need continues:

- Tonight, someone will search for mental health support
- Tomorrow, a student will struggle to stay in school without proper supports
- Next week, a family will face an impossible financial choice

You still have time to be their hope. And potentially double it.

Match Status Update: The \$500,000 anonymous match fund is still available. Your gift today could still be doubled.

Every dollar you give stays 100% local, funding 52 agencies and countless programs that transform lives daily.

This is your moment to say: "I refuse to accept a community where anyone is left behind."
And with matching available, you can say it twice as loudly.

Please make your donation or decision today.

[LINK]

With gratitude, [Signature]

Thank You Email (@Work Platform)

Subject: You just changed lives! Here's your impact...

[First Name], **THANK YOU!**

Your support of United Way of the Alberta Capital Region means you're part of a movement of changemakers who refuse to accept the status quo.

Because of you:

- Students will graduate against the odds
- Families will find mental health support when they need it most
- Individuals will gain the skills and confidence for financial independence

Together, we serve over 240,000 people annually through:

- 85,000+ calls answered by 211 Alberta
- 48,601 people accessing educational support
- 89,834 people improving their financial security

Match Impact: If your gift qualified for our anonymous donor match, your impact was automatically doubled—helping us reach twice as many people with life-changing support.

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 all other donations will be distributed in February of the year following the donation. **Note that while your tax receipt is issued by United Way of the Alberta Capital Region, your donation will be directed to your specific designations and/or your local United Way.**

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.

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.



Implementation Checklist

Two Weeks Before Campaign

- Customize email templates with your organization's details and match messaging
- Submit content to United Way for @Work platform setup
- Schedule pre-campaign communications including match teaser
- Test all links in your emails

During Campaign

- Send additional touchpoints beyond automated emails
- Share progress updates
- Highlight different focus areas throughout campaign with match benefits

Post-Campaign

- Send results announcement
- Share impact stories, emphasizing doubled impact where applicable
- Encourage newsletter sign-ups
- Plan for year-round engagement opportunities

Measuring Success

Track these metrics:

- Campaign participation rate
- Average gift size
- Total match funds unlocked through your campaign
- Social media engagement
- Event attendance

For additional resources, templates, and support, visit www.myunitedway.ca/campaign-toolkit or contact your United Way representative. For match-specific questions, contact Service Hub at 780-990-1000.