

SAMPLE COMMUNICATIONS @WORK PLEDGE TOOL

Workplace Fundraising

2026





Table of Contents

Workplace Campaign Fundraising Communications Guide	3
Campaign Messaging Best Practices.....	3
@Work Email Schedule & Strategy	4
Email Cadence.....	4
Email Schedule Template	4
Additional Campaign Communications	4
Pre-Campaign (1-2 weeks before)	4
During Campaign	5
Post-Campaign.....	5
Communication Tips & Tactics	5
Subject Line Formulas That Work.....	5
Content Best Practices.....	5
Building Engagement Beyond Donation.....	5
Sample Campaign Emails.....	6
Pre-Campaign Announcement	6
Mid-Campaign Momentum Email	7
Campaign Launch Email (@Work Platform)	8
Reminder Email #1 (@Work Platform).....	10
Reminder Email #2 (@Work Platform)	11
Last Chance Email (@Work Platform)	12
Thank You Email (@Work Platform).....	13
Implementation Checklist.....	15





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 2026: Anniversary Match Campaign For United Way's 85th Anniversary A generous anonymous donor has provided a \$850,000 matching fund available September 1 - December 31, 2026. This creates a powerful opportunity for your workplace campaign participants to double their impact. Join us in celebrating 85 years of community impact. With your support, United Way will keep showing up — ready for the next moment, and the next life changed.





@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 you could be a part of the movement

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.

With this year being our 85th Anniversary of supporting our community, we have an exciting announcement. Thanks to a generous anonymous donor, we have access to a **\$850,000 matching fund** available September 1 - December 31. Any new, lapsed and returning, or increased gifts will be matched! 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]**

[If you have a corporate match] Watch for an email from **[Sender Name]** on **[date]** with all the details—including how your gift could be matched through our corporate match program and how to learn more about our United Way. Meaning your gift could be matched up to three times!

Every moment has the power to change a life. For 85 years, United Way of the Alberta Capital Region has been there in those moments — when someone needs help right now, and when a small step forward can make a big difference. This anniversary is about the moments we've shared and the ones still to come.





Together, we're not just giving—we're building a stronger Edmonton region, and this year, we are aiming to help even more people.

[Signature]

P.S. Can't wait? Explore United Way's focus areas for inspiring stories delivered monthly. [How we help](#)

Mid-Campaign Momentum Email

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

Hi [First Name],

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

Even better news: **The \$850,000 match fund is still available**, which means your gift today could still be doubled.

Your generosity is already at work:

- Funding crucial and 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:





1. **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](#).
2. **Spread the Word:** Share why you support United Way on social using #DoLocalGood.

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

This anniversary isn't just ours — it belongs to every donor, volunteer, community partner, agency, and advocate who makes this work possible. When you show up — even in a small way — you help create a moment that can change someone's future for the better. 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, **1 in 5 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 an \$850,000 anniversary 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?

Join us in celebrating 85 years of community 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 \$850,000 match is available to double the impact of new, lapsed and returning, 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 \$850,000 matching fund (available through December 31).

[If you have a corporate match as well] And, with our generous corporate match, that \$10 has been matched again to be turned into \$30 and could go three times as far!





Join us in celebrating 85 years of community impact. 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.

Emily is a high school student who was dealing with turmoil at home, making it difficult to focus on their class work and ultimately feeling like she needed to dropout. She went to her All in for Youth mentor needing help feeling lost and was able to find financial and mental health support. With this help, Emily was able to graduate on time with her peers.





Having nothing but the clothes on her back, Linda, a single mom of twins was lost and didn't know where to turn. She was put into contact with United Way, and they helped her gain the skills and support she needed to be able to find a job to support her family. Today, she gives back to United Way because everyone deserves a second chance

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 \$850,000 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 \$850,000 anniversary 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.

Help us celebrate our 85th anniversary by helping even more people this year. 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

456,719 people were supported in 2025:

- 275,641 people strengthening their mental well-being.
- 153,658 people accessing educational support
- 153,658 people accessing educational support



Match Impact: If your gift qualified for our anniversary 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.

