

EMAIL TEMPLATES

PRE-CAMPAIGN | CEO ANNOUNCEMENT

Dear (EMPLOYEE NAME),

At (WORKPLACE), we welcome the opportunity to support United Way of El Paso County's annual workplace giving campaign, which kicks off on (CAMPAIGN START DATE). I'm pleased to share (CAMPAIGN AMBASSADOR NAME) will lead our efforts this year. As (HE/SHE) begins to share information about the campaign, I encourage you to take note of upcoming presentations, fundraisers, and other events so our workplace can come together to support our United Way.

When you give to United Way, you are helping support a strong network of more than 50 community programs from local organizations providing hope for children and families in El Paso. Through (WORKPLACE)'s fundraising campaign, we are a part of ensuring children and youth are ready for school success, residents are leading healthy lives, adults and families are financially secure and independent, and vulnerable individuals are able to meet their basic needs.

As the start of our campaign nears, I invite you to participate and support this important work. Giving is easy through payroll deduction and Fair Share Giving, which is 1% of your annual salary or 1 hour's pay per month.

Every dollar makes a difference and while one can count the value of a dollar, we can't count the measure of real help and real hope for people made possible by your priceless generosity. I ask that you join me in supporting our team effort and continue (WORKPLACE)'s tradition of making El Paso a better home for everyone.

Sincerely,
(SENIOR LEADERSHIP/CEO NAME)

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PRE-CAMPAIGN | AMBASSADOR ANNOUNCEMENT

Team,

Can you imagine being part of something so big that it positively impacts more than 15,000 El Paso children and youth alone? Then mark your calendars as **(WORKPLACE NAME)**'s 2018 United Way Workplace Giving Campaign kicks off on **(CAMPAIGN START DATE)**. It's my pleasure to lead our United Way efforts this year as **(WORKPLACE NAME)** joins United Way to invest in a brighter future for El Paso by ensuring prepared youth, healthy futures, thriving adults and families, crisis support, and opportunities for community engagement.

More information and details will be shared throughout the campaign. We can't wait for our annual campaign to start!

Sincerely,
(CAMPAIGN AMBASSADOR NAME)

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AMBASSADOR UNITED WAY PRESENTATION INVITATION

You're invited to learn how you can make El Paso's future better for all! Join United Way of El Paso County for a brief presentation that will explain how your gift makes a positive and lasting impact in our community. Here are the details for **(WORKPLACE)**'s 2018 United Way Workplace Giving Campaign: **(ADD PRESENTATION DETAILS HERE)**

See you there!

Sincerely,
(CAMPAIGN AMBASSADOR NAME)

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CAMPAIGN PROGRESS | AMBASSADOR CAMPAIGN PROGRESS ANNOUNCEMENT

Congratulations **(WORKPLACE NAME)** team! We've reached **(PERCENT)** of our United Way Workplace Giving Campaign goal already. We can't thank you enough for your support. If you still haven't made your donation, please consider giving to help change more lives in our community. The last day to give is on **(CAMPAIGN END DATE)**.

Remember, your gift helps ensure people in El Paso can access the support and quality services from programs funded and led by United Way. Together, we are helping children and families create a future filled with promise and opportunity. We hope you make your donation or pledge today!

If you have any questions, please don't hesitate to reach out. I'm happy to provide you more information or help you find the right person who can.

Thank you for your support, **(WORKPLACE NAME)**.

Sincerely,
(CAMPAIGN AMBASSADOR NAME)

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AMBASSADOR FINAL REMINDER ANNOUNCEMENT

Team,

This week is the final week of the campaign for United Way of El Paso County. Thank you to everyone who has already participated so far.

If you're still thinking about donating, allow me to share a few additional reasons to give:

- Your impact is 100 percent local. Donations stay in El Paso to help individuals in our community.
- Donating is easy through payroll deduction. Your chosen amount will be deducted on a recurring basis every pay period.
- Remember your gift is tax deductible.

Please submit any final gifts by the end of the campaign on [\(CAMPAIGN END DATE\)](#). Again, we appreciate the support in making our United Way Workplace Giving Campaign a success and look forward to tallying results.

Sincerely,

[\(CAMPAIGN AMBASSADOR NAME\)](#)

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POST-CAMPAIGN | CEO CAMPAIGN FINAL ANNOUNCEMENT

(EMPLOYEE NAME),

I'm pleased to share with you that all together (WORKPLACE NAME) gave (TOTAL AMOUNT RAISED) through United Way's Workplace Giving Campaign.

Thanks to individuals like you, a child can improve their literacy skills using an online reading program provided by United Way; families can find hope during a crisis through relief programs and services; and individuals earn, keep, and save money after visiting a free tax preparation site, and so much more.

I want to personally thank you for your generosity. I'm proud to know that many passionate employees came together to help transform our community. Thank you for setting such high standards for others to follow now and in the future.

Sincerely,

(SENIOR LEADERSHIP/CEO NAME)

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POST-CAMPAIGN | AMBASSADOR CAMPAIGN THANK YOU ANNOUNCEMENT

Thank you for your kind generosity during this year's annual United Way Workplace Giving Campaign. This year, many of you participated and together contributed **(TOTAL AMOUNT RAISED)** to our campaign total.

It's been my pleasure to host this year's campaign and be among such caring and giving individuals. Together, we're ensuring we are connecting individuals to resources and services when they need them the most. Together, we collaborate on effective initiatives to tackle the root causes of our community's most pressing problems. Together, we provide children a healthy start, empower our neighbors to thrive, and help more individuals meet their needs.

Whether you're a donor, volunteer, advocate, or all of the above, we thank you for taking an active role in strengthening our community. That's the power of community.

Gratefully,
(CAMPAIGN AMBASSADOR NAME)

P.S. You can stay involved with United Way of El Paso County online through their website (UnitedWayElPaso.org), Facebook, Twitter & Instagram (@unitedwayelpaso).