



United Way Campaign Communication Toolkit

Letters

Intro-Letter from CEO to Past and Potential Leadership Donors (\$1,000k+)

Dear %FirstName%!

What would happen if we leveraged the caring power of %CompanyName% employees, along with 130,000 United Way for Southeastern Michigan donors to ensure that kids enter kindergarten ready for success, that every high school has a graduation rate of 80% or higher, that kids and families have access to food and that families are able to move through the system to create financial stability for themselves?

%CompanyName% has chose to partner with United Way to mobilize and convene the caring power of Southeastern Michigan to cause a material change in our region.

When most people think of the United Way, they think "raising funds and distributing funds." In truth, raising and distributing funds is about 5% of what they do. The other 95% is around solving complex social problems; hunger, homelessness, public school graduation rates, poverty...large-scale systemic issues.

I think of it like responding to a high accident area. Let's say there's a bridge and cars keep driving off the bridge accidentally. One response is to keep sending ambulances to the ravine and patching up the accident victims. Another response is to mobilize a community of experts to re-engineer the bridge to eliminate accidents. It's not an either/or strategy...it's an "and" strategy. We must do both if we are to solve our community issues.

Open your heart, and reach out a hand to inspire hope and create opportunities for a better tomorrow. Your gift to United Way will help build a better tomorrow for everyone by tackling the toughest issues we face: Education, Income and Basic Needs.

You'll hear more about United Way's goals and strategies for this region over the course of the next few weeks. But I can tell you, they can't do it alone; it will take all of us. To Live United is to act in support of the common good.

Signed by CEO or Campaign Executive Chair



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Letter from CEO to Past and Potential Leadership Donors (\$1,000k+)

Dear %FirstName%!

United Way for Southeastern Michigan is tackling large-scale systemic issues in our region. Critical to this process was defining our most pressing community issues: Education, Income and Basic Needs.

To address those issues they developed the Agenda for Change, which focuses on:

Educational Preparedness - In the old economy, you could have a high school diploma or less in some cases and still make a good living in manufacturing. It's a different world now. Today, 30 schools in Southeast Michigan are considered "drop out factories". They have a goal of turning this around to achieve 80% graduation rates at every high school in our region by 2018.

Financial Stability - Southeastern Michigan is experiencing unprecedented economic times and families are suffering. We must give individuals and families the tools and support to become or remain self-sufficient. 1.2M families in Southeast Michigan live one paycheck away from poverty; 600,000 already live in poverty. United Way will help 19,000 families become financially stable by 2018.

Basic Needs - We must address issues related to hunger and many other basic human needs. Nearly 1 in four Michigan families are threatened with hunger today. As unemployment continues to rise, we know more and more people will have difficulties feeding themselves and their families. United Way will cut hunger in half by 2018.

That's the power of United Way. They serve as resource brokers, bringing together corporations, businesses, local, state and federal government, and community members like all of you to advance the common good.

Because underneath everything we are, underneath everything we do, we are all people, connected, interdependent, and united. And when we reach out a hand to one, we influence the condition of all.

Please join us for an executive United Way presentation %When/Where% and join me in Living United.

Signed by CEO or Campaign Executive Chair



United Way Campaign Communication Toolkit

Email Messaging

Pre-Campaign Email

Send to: All Employees

When: At least two days prior to the kickoff date.

Subject: Creating a good life for all!

Dear %FirstName%,

%CompanyName% is teaming up with United Way to improve communities and lives in measureable and lasting ways. Working together, we can make sure that kids in our community start kindergarten ready to succeed and get a great education, that families can become financially stable, and that everyone has access to the basics like food.

The facts

30 high schools in Southeastern Michigan have dropout rates of 40% or higher.

Nearly 1 out of 4 Michigan Families are threatened with hunger.

Less than 50% of children enter kindergarten prepared to learn.

Southeastern Michigan's unemployment rate is above 12 percent.

I invite you to join me and so many others throughout our company as we help inspire hope and create opportunities for a better tomorrow. Your contribution will support the building blocks of better lives and a stronger region: Education, Income and Basic Needs.

We encourage all %CompanyName% employees to Live United and contribute to United Way. Take this opportunity to open your heart and give what you can to create lasting change in our community.

Thank you.

Signed by the CEO or Campaign Coordinator



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Kickoff Email

Send to: All Employees

Date: Day of Kickoff

Subject: Start Living United today!

Dear %FirstName%,

We all win when children succeed in school, when families have jobs that offer a steady income, and when people have access to the basics like food. United Way is working to build a better tomorrow for everyone by tackling the toughest issues we face: Education, Income and Basic Needs.

You're invited to join the ranks of caring individuals at %Company Name% who give to United Way. Your contribution will impact many lives and help strengthen communities in our region.

%CompanyName% is committed to strengthening our region now and for generations to come. That's why we Live United.

Join us by making a donation today.

Thank you.

Signed by the CEO or Campaign Coordinator



United Way Campaign Communication Toolkit

Reminder Email

Send to: non-respondents
Date: Seven or eight days before the campaign ends.
Subject: Are you Living United?

Dear %FirstName%,

Every day in our community, people are at risk of going hungry. In fact, hunger has made a startling comeback, affecting more families and children than at any time in recent history.

United Way is helping people get access to the things that matter most in life — a quality education that leads to a steady job, a stable income that leads to financial independence, and the very basics, like food. But they can't do it alone.

United Way needs our help. Give to United Way and help improve the lives of those who need it the most in your community.

Thank you for your time and support.

Signed by the CEO or Campaign Coordinator



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Last Chance Email

Sent to: non-respondents
Date: A day or two before your campaign ends.
Subject: Last chance to Live United...

Dear %FirstName%,

%CompanyName% is Living United. And it's not too late to join the party.

Through <CAMPAIGN ENDING DATE>, you can help improve communities and lives in measureable and lasting ways. By giving to United Way, you can make sure that kids in our community start kindergarten ready to succeed and get a great education, that families can become financially stable, and that everyone has access to the basics like food.

It's not too late to join me and so many others throughout our company as we help inspire hope and create opportunities for a better tomorrow.

Thank you.

Signed by the CEO or Campaign Coordinator



United Way Campaign Communication Toolkit

Donation Confirmation Email

Sent to: Contributors

Date: immediately after they pledge online – this is an automated email generated by the software

Subject: Live United

Dear %FirstName%,

Thank you for giving to United Way. %Company Name% employees have answered the call to strengthen communities and lives by opening their hearts, reaching out a hand, and giving generously.

You are now a valuable partner in United Way's work to tackle the toughest issues we face: Education, Income and Basic Needs. Your donation will create opportunities for more people to have a good life.

Thank you again, %FirstName%, for Living United.

Signed by the CEO