

SAMPLE E-MAILS

These sample emails are available to use as-is or tailored for your needs to help generate excitement, provide updates and share information during your Tulsa Area United Way campaign.

Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

Pre-Kickoff Email

Purpose: Generate excitement about the campaign by notifying employees of the kickoff

Recommended send time: 2 weeks prior to campaign kickoff

From: [company ECC]

To: [employees]

Subject: Get ready for this year's United Way campaign

Hi team,

We know that this is a very different and difficult time, but you also know that we are a company (and people) that like to help our community. One of the ways we do that is through our United Way campaign. So the method is going to change, no in person events or rallies, but the purpose doesn't change, working together to help by giving to the United Way.

With almost a century of uniting people and resources, Tulsa Area United Way focuses your giving on the three building blocks of a better quality of life: education, financial stability and health/safety. To help strengthen our community, United Way calls on companies like us to step up and help make a change. We hope you join us, United in Hope, to make the Tulsa area a better place to work, live and thrive!

Thank you,

[ECC]

Kickoff Presentation Email

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event.

Recommended send time: 3 days before campaign kickoff

From: [company ECC]

To: [employees]

Subject: Three, two, one... kickoff. Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way campaign on [date, time] with [event].

Watch this year's campaign video to learn how Tulsa Area United Way helps local people, like us, every day:

www.tauw.org/video

Join us to hear more about the Tulsa Area United Way and how you can improve lives and strengthen our community.

[meeting details]

See you then!

[ECC]

Pledge Email

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal

Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]

To: [employees]

Subject: Make YOUR impact

This year, we are aiming to do everything we can for the community. Our goal is [insert \$ campaign goal]. Your Tulsa Area United Way support helps local people receive job training, senior care, financial literacy, early childhood education, and so much more. [donate link]

We encourage you to help as much as possible. Everything helps, so make a gift to Tulsa Area United Way today. Stay tuned for upcoming virtual events and volunteer opportunities.

Unable to attend the virtual kickoff? Watch the recording here [link recording].

Thank you for supporting Tulsa Area United Way!

[Leadership team member]

Make a Difference Email

Purpose: Demonstrate to employees how their donations are making a difference

Recommended Send time: 3 days after kick-off meeting

From: [company ECC or leadership team member]

To: [employees]

Subject: Hope for a better tomorrow

When doctors told Regina that her 9-month old baby would never be able to hear, Regina didn't know what the future would hold for her first-born daughter. Thankfully, Regina was referred to TSHA, a United Way agency that provided guidance and resources so mom and daughter could have a loving, communicative relationship.

View their story at www.tauw.org/video to learn how your donations are making a difference and keeping us United in Hope.

[Leadership team member]

Your Donations at Work Email

Purpose: Show what outcomes were made possible through employee giving

Recommended Send time: Halfway through campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: This is why we give

Research shows that helping others can make us happy! By giving to Tulsa Area United Way, you are helping people in your community by providing:

- Food handler licenses for Women in Recovery participants so they can earn a living
- Transportation home for under-served youth from after-school enrichment activities
- Proper IDs for people where lack of identification is a barrier to employment
- Crisis intervention following a tragedy at school
- Prescriptions for people in addiction recovery
- Clothing for survivors of sexual assault

Please consider making a donation at the link below. Our collective giving empowers us to help tens of thousands of our friends and neighbors every day.

[Leadership team member]

Prior to Campaign Conclusion

Purpose: Check in with employees, provide updates on campaign progress and notify about campaign conclusion

Recommended send time: A couple days before campaign concludes.

From: [company leadership team member]

To: [employees]

Subject: Let's strengthen our community, together

We are making great progress toward our United Way campaign goal! In fact, we are [insert x%] of the way to our goal, but we need your help.

There is still time for you to help make an impact on our community. Your generosity provides child abuse response, free tutoring for adults and children, basic needs to seniors, and much more.

Make your pledge today to build a stronger, healthier Tulsa area.

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us cross it!

Thank you email

Purpose: Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

Recommended send time: Conclusion of campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: We couldn't have done it without you

Thanks to all of your support, we raised more than [insert \$ amount raised] for this year's Tulsa Area United Way campaign. We rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community at a time when so much is uncertain.

This is a testament to your generosity and dedication to tackling the Tulsa area's most pressing needs. Thank you for taking the time to learn about Tulsa Area United Way and its importance in our community.

Your gifts to United Way will strengthen and improve the lives of thousands.

Thank you for Living United.

[Watch Thank You Video](#)

[ECC or Leadership team member]