



United Way of
Southwest Michigan

GENERAL CAMPAIGN EMAILS

Use company newsletter or intranet site to:

- Provide a link to United Way of Southwest Michigan's website: www.uwsm.org.
- Post or send daily messages about United Way during the campaign that are educational and informative.
- Share United Way videos: www.uwsm.org/videos
- Post a schedule or calendar of campaign events.
- Feature employees who have benefited from United Way services or one of its partner agencies.
- Solicit and publish quotes from contributors or volunteers: "Why do you give/volunteer?" or "How do you Live United?"
- List United Way's partner agencies, programs and initiatives. • Distribute UWSM Newsletters.

Announce the campaign

To: All staff

Subject: Save the date! United Way Campaign

Mark your calendars! Our United Way campaign begins [date]. Your campaign planning team consists of [names]. We have planned many fun and interesting activities for this year's campaign. The United Way campaign is our opportunity to extend a hand and help those in need in our community. I am excited about our plans in the coming weeks to share information about the work being done in our community and giving you the opportunity to be involved and support United Way. Please stay tuned for more details.

Announce the campaign kick-off – employee meetings

To: All staff

Subject: United Way Campaign Kickoff Today!

Join the LIVE UNITED movement! Today is our United Way campaign kickoff. Everyone is invited to take part in a (ice cream social, potluck lunch, etc.) today in the [location] at [time]. Listen to stories from [Special guest speaker] about how United Way works to advance the common good in our community. This is our opportunity to introduce you to ways you can Give, Advocate and Volunteer.

Announce the campaign kick-off – special event (example)

To: All staff

Subject: United Way Campaign Kickoff Today!

Join the LIVE UNITED movement! Today is our United Way campaign kickoff and we're going to have some fun! To start our campaign on a high note, we invite everyone to bring a pocket full of change (or dollar bills) for a guessing game! All of the change and bills collected will be put into a jar/bucket, with everyone getting one chance to guess the amount collected. The closest to the actual amount without going over will win a fabulous prize, and the donations collected will go toward our company campaign. We will also have lots of important information about how United Way impacts thousands of lives in our community. This is our opportunity to introduce you to ways you can Give, Advocate and Volunteer.

Updates on campaign progress

To: All staff

Subject: United Way Campaign Progress Update

Congratulations [organization] employees! We've reached % of our goal of \$. Last week's [special event] was a great success thanks to your participation and [highlight from event]. LIVE UNITED is our opportunity to Give, Advocate and Volunteer. Please turn in your pledge cards/respond to your epledge request by [date], so that we can achieve our final goal of [amount]. I'm proud to be part of this exciting effort to help others in our community. Stop by and say hello; I'd be happy to answer any questions you have about giving to United Way. Visit www.uwsm.org to see the impact your dollars make.

Explain how United Way helps

To: All staff

Subject: We make a difference with our gift to United Way

Every dollar you give helps people throughout Berrien, Cass, & Van Buren counties by:

- Providing access to safe and healthy food
- Improving school performance and reading levels
- Providing quality job training & employment assistance
- Providing emergency assistance to those during a time of crisis and much more!

United We Fight, United We Win!

To: All staff

Subject: Did you know?

Did you know that just \$3 per week (\$156/year) is the annual cost of one child to receive 5 years of pre-literacy skills to prepare for kindergarten? Or that just \$5 per week (\$250) provides one year of nutritious meals for 8 individuals? Make your donation today to impact OUR community.

To: All staff

Subject: Did you know?

Did you know that United Way of Southwest Michigan helped 114,248 people in Berrien Cass, and Van Buren counties in 2021 through 62 programs at 42 Impact Partner Agencies? Or that they had 2,516 volunteers with 16,798 hours of service with a value of \$479,413 to our community? Invest in your community today!

To: All staff

Subject: Did you know?

Last year United Way of Southwest managed 5 Collective Impact Projects throughout our community to address specific needs? These projects are: Food Access through Be Health Berrien, Early Childhood Data System through Great Start Collaboratives in Berrien and Cass County, Resiliency through the Healthy Berrien Consortium, and Safe Schools Collaborative with The OutCenter.

To: All staff

Subject: Did you know?

Did you know that the United Way phone number 2-1-1 can connect you to a wide range of resources? From transportation to utility assistance, shelter, food, and more! In 2021, over 15,000 calls were made to 2-1-1 from Berrien, Cass and Van Buren county residents. Keep this number in mind and share it with anyone seeking assistance. This is a great resource for our community.

To: All staff

Subject: Where your donation to United Way really goes

United Way of Southwest Michigan funds 62 programs through 42 local partner agencies. Your local dollars are helping people right here in Berrien, Cass, and Van Buren counties. Want to know more about what your donation to United Way really does? Read real stories from people who benefited from United Way services? Looking to volunteer? Check out United Way's website at www.uwsm.org.

Thank your employees

To: All staff

Subject: Thank you!

Congratulations! We raised [amount] for our United Way campaign! Your generosity is very much appreciated and will help United Way continue to provide access to healthy food, improve school performance and graduation rates, provide employment assistance, support individuals during times of crisis and much more! Your dollars help our community thrive and without your support, United Way wouldn't be able to help the nearly 114,248 individuals that they did in 2021. Thank you for LIVING UNITED!