**WORKPLACE CAMPAIGN EMAILS**

* Kick-off
* CEO message
* Second ask
* Last chance reminder
* Thank you
* Leadership ask

*Kick-Off Email*

**Subject line**

📣 [WORKPLACE NAME]’s United Way Campaign Kicks Off Today!

**Body**

Dear [WORKPLACE] Team,

Every day, [United Way of Southeast Louisiana](http://www.unitedwaysela.org) brings people together to support communities where everyone can access a quality education, build economic mobility, and live a healthy life. Their work is powered by people and local businesses like [WORKPLACE NAME] that are committed to supporting the strength and resilience of our community.

Joining United Way is a call to purposeful action, a call to build a better tomorrow for every person, everywhere. Together, United Way and[WORKPLACE NAME]can recognize and amplify our power to make a meaningful difference in the[WORKPLACE SERVICE AREA] where we work and live.

[See how your support helped our community here.](https://www.unitedwaysela.org/our-impact)

Make your pledge to [WORKPLACE NAME]’s Annual United Way Workplace Campaign before [INSERT CAMPAIGN DEADLINE].*Remember, United Way turns every dollar donated into more than $14 in local community impact and beyond.*

[INSERT SPECIFIC CAMPAIGN GIVING INSTRUCTIONS]

Together, we can only succeed when we collaborate and unite with people like you who care about **[WORKPLACE SERVICE AREA**] and join together to advance programs that meet urgent needs today while building strength for tomorrow. Join us today.

Thank you,

P.S.  Did you know that you may be able to get your taxes prepared for free?  United Way and the IRS’s Volunteer Income Tax Assistance (VITA) program are partnering together to offer online tax prep services for free. [Click here to get started](http://myfreetaxes.com/).

*CEO EMAIL*

**Subject**

Join us! United Way and [WORKPLACE NAME]

**Body**

Dear [WORKPLACE] Employees,

Looking to make a difference here in Southeast Louisiana? So are we. [United Way Southeast Louisiana](http://www.unitedwaysela.org/) and [WORKPLACE NAME] are teaming up every day to bring people together, making life better for every person in our community.

As we celebrate [United Way’s centennial](https://www.unitedwaysela.org/Centennial) during our **[WORKPLACE NAME] x United Way Giving Campaign, [INSERT CAMPAIGN DATES]**, our focus remains on health, education, and economic opportunity. In Southeast Louisiana, one of our fundamental challenges is [widespread financial hardship](https://youtu.be/FBYjs1qHbPA), leaving our entire region vulnerable to disaster and crisis. That’s why we’re partnering again with United Way to create a region where everyone has an opportunity to thrive.

And guess what? Your support is the heart of United Way’s 100-year history in Southeast Louisiana. Your charitable contributions, volunteerism, and advocacy are helping move the needle and see real [results](https://www.unitedwaysela.org/our-impact).

**But the need continues.** [**Half of households**](http://www.unitedwaysela.org/alice) **across our community can’t afford the basics to get by.**

You may be surprised at all the ways a gift to United Way is building a stronger Southeast Louisiana:

* Working to help every person get [on a path toward financial security](http://www.unitedwaysela.org/prosperitycenter)
* [Meeting short- and long-term needs](https://www.unitedwaysela.org/365-days-ida) after disasters
* [Shifting the odds for young children](https://www.unitedwaysela.org/sites/unitedwaysela/files/2024LegislativeWrapUp.pdf) by boosting educational opportunities to give all children in every community we serve the opportunity to succeed in school and life
* And more!

But they don’t do it alone. [WORKPLACE NAME] is standing alongside United Way.

[INSERT CAMPAIGN ANECDOTE: e.g., 6TH ANNUAL, FEB. 18 - MARCH 18, GOAL]

If you want to live more purposefully, even with limited time or resources, join us. We can achieve more together than we ever could alone.

Sincerely,

*Email 2 & 3*

**Subject**

Together, We Can Drive Positive Change

**Body**:

Hi, **[FIRST NAME]-**

Let’s take a moment to thank everyone at [WORKPLACE NAME] who helped United Way of Southeast Louisiana [make a real impact in our community last year](https://www.unitedwaysela.org/our-impact).

Over the last 100 years, United Way has been the force for good in Southeast Louisiana. Your support of [WORKPLACE NAME]’s Annual United Way Workplace Campaign is why more families have stable homes, children receive a quality education, and people can afford a quality life.

Together, **[WORKPLACE NAME]**, United Way, and donors like you helped make the last 100 years a success. Partner with us and help every person reach their full potential. Your support will continue connecting people to possibilities, closing gaps, and creating opportunities for all. Last year, the [WORKPLACE NAME] team raised over [TOTAL RAISED IN 2023-24], and this year, we aim to **raise $[INSERT GOAL].**

**Make your pledge to United Way before [CAMPAIGN DEADLINE] to help our vulnerable neighbors.** Your donation will support United Way’s holistic approach to ending poverty and building a stronger community.

[INSERT SPECIFIC CAMPAIGN GIVING INSTRUCTIONS IF NEEDED]

Together, we can ensure everyone, everywhere, will have what they need to be healthy, educated, and financially stable.

Thank you,

**Subject**

⌛Time is Running Out to Join United Way

**Body:**

[FIRST NAME],

Whether you are interested in education, financial stability, or health, [United Way of Southeast Louisiana](https://www.unitedwaysela.org/our-impact) allows you to impact the issues you care about directly directly. Through United Way, you can help advance effective solutions to community challenges, making life better for every person across [WORKPLACE SERVICE AREA]

Today is your last chance to help [WORKPLACE NAME] create a brighter, more equitable [WORKPLACE SERVICE AREA] for us all. **Make your pledge** **to United Way with the instructions below:**

[INSERT SPECIFIC CAMPAIGN GIVING INSTRUCTIONS]

With United Way of Southeast Louisiana, we can build on [WORKPLACE NAME]’s legacy of service. Join us today – we need your help!

Thank you,

*THANK YOU EMAIL*

**Subject**

THANK YOU for LIVING UNITED! 💙

**Body:**

Dear [FIRST NAME],

First, we want to express our deepest and most heartfelt gratitude for your generous gift to [WORKPLACE NAME]’s United Way Annual Workplace Campaign. Your support has a far-reaching impact and will help improve the lives of those in need every day.

As someone who has expressed their commitment to [WORKPLACE SERVICE AREA], we wanted to reach out and let you know that there are additional ways for you to give back to our community.

[Volunteer](https://www.unitedwaysela.org/volunteer). Make a difference in your community through volunteer work – working in a community garden, reading to preschoolers to get them school-ready, or passing out food to neighbors in need. There are many ways to [contribute your time and skills](https://www.unitedwaysela.org/volunteer) through United Way.

[Advocate](https://www.unitedwaysela.org/advocate). Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families in Southeast Louisiana. Sign up for [United Way’s Advocacy newsletter](https://www.unitedwaysela.org/advocate#signup) to learn more about how you can help every person in our region thrive.

**Thank you** for your commitment to [WORKPLACE SERVICE AREA]. We look forward to working with you to make our community stronger together.

Thank you,

*P.S. You can also* [*sign up for United Way’s e-newsletter*](https://www.unitedwaysela.org/signup-updates) *to be the first to know about upcoming special events, volunteer opportunities, and other ways to get involved!*

**Subject:** Celebrate 100 Years of Impact and Discover Your Reasons to Give

**Body:**

[FIRST NAME],

[WORKPLACE’S NAME]’s Annual United Way Employee Giving Campaign is underway, [CAMPAIGN DATES], and we need your help to lead the way. By pledging a gift to United Way of Southeast Louisiana, you are investing in a stronger, more equitable community for us all.

**As an [WORKPLACE NAME] employee, I urge you to consider a gift at a minimum of [MINIMUM GIFT SUGGESTION] – to help [WORKPLACE NAME] and United Way continue to fight for the most vulnerable among us.** You can pledge today by [INSERT GIVING INSTRUCTIONS AND NOTE IF GIFTS ROLLOVER FROM PREVIOUS YEAR]

Before you join me in making your pledge, read just five ways supporting United Way made an impact in our community last year:

1. [Opened two new Prosperity Centers in Washington Parish and New Orleans East, joining the J. Wayne Leonard and Northshore Prosperity Centers, our one-stop financial capability center open to all](https://www.unitedwaysela.org/prosperitycenter)
2. [Celebrated significant advocacy wins, including the dedication of nearly $72 million in early care and education funding for low-income families](https://www.unitedwaysela.org/sites/unitedwaysela/files/2024LegislativeWrapUp.pdf)
3. [Processed over $9.4 million in free tax refunds for families across Southeast Louisiana through our Volunteer Income Tax Assistance Program](https://www.unitedwaysela.org/vita)
4. [Released the latest ALICE Report for SELA, shedding light on the impact of the pandemic and disasters on local families](https://www.unitedwaysela.org/alice-report)
5. [Created nearly $300,000 in local community impact through the power of people - our dedicated volunteers across Southeast Louisiana](https://www.flickr.com/photos/197878909%40N02/albums/)

Because United Way turns every $1 donated into $14.23 in local community impact, your investment is guaranteed to make a significant difference. Please review [United Way’s work and results](https://www.unitedwaysela.org/our-impact) and learn more about their unique ability to generate impact right here at home where we live, work, and play.

Your investment in United Way uplifts communities everywhere, improving lives today and helping build a more just tomorrow. Together, we can ensure that everyone has what they need to be healthy, educated, and financially stable.

Thank you,