**2022 United Way Email Campaign**

**10 Day/2 Weeks**

**Instructions:**

Thank you for running a United Way campaign this year. Please use the following emails to educate your team about United Way of Greater Milwaukee & Waukesha County and encourage them to get involved in your company’s United Way campaign.

We suggest communicating campaign dates, activities, and additional logistics prior to these emails or at the bottom of your signature so your team is aware of the campaign and how they can participate. These emails are a tool to help encourage participation but work best in tandem with other campaign best practices.

Please note, emails may contain links to YouTube and/or the UnitedWayGMWC.org website. If your company blocks either of these sites, the links will not work for your employees.

**How to use the email-a-day campaign:**

1. Copy and paste the “Email Subject” into the subject line of a new email
2. Copy and paste the text below the “Email Subject” into the body of this new email
3. Fill in the highlighted field(s) in the body of the email
4. Insert your company’s “Donation Instructions” in the highlighted field at the bottom of the email
5. Send to all employees
6. Repeat each day of your campaign

For questions or concerns, please contact your United Way Loaned Executive.

**Day 1**

EMAIL SUBJECT: What matters to you?

When you think about making a charitable donation - be it $10, $25, $100, or $1,000 - how do you decide where to give?

Do you give to support educational achievement for kids?

Or preventing family homelessness?

Or making sure everyone has access to good jobs that pay a living wage?

Or do you make a single donation to United Way of Greater Milwaukee & Waukesha County’s Community Fund, helping all these people and thousands more?

Your gift to United Way’s Community Fund through Company X’s workplace campaign ensures that your donation is invested where the need is greatest. Donations are monitored to ensure programs are effective, meet current community needs, and are financially stable and sustainable.

It’s simple: United Way connects people who can help to people in need, and the Community Fund is at the heart of their work.

Over the next few days, I will share incredible stories about how donations to United Way are changing lives right here in our community.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 2**

EMAIL SUBJECT: Rosa offers compassionate care to every patient she sees.

Donations to United Way’s Community Fund support medical services at Waukesha Free Clinic, which provides high quality, multi-lingual health services to the community’s most vulnerable people.

Nurse Rosa Zibell is the clinic operations coordinator. Rosa offers compassionate care to every patient she sees.

“Our patients don’t have insurance,” said Rosa. “They face language barriers and transportation issues; they don’t make enough money to live on. We are here to provide personalized case management and help them navigate these challenges.”

Rosa and volunteer medical providers meet with these patients to assess their needs and connect them to care. Beyond health concerns, Clinic staff help patients connect to resources for food, housing transportation, employment, childcare, and more.

It’s simple: United Way connects people who can help to people in need, and the Community Fund is at the heart of their work.

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Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 3**

EMAIL SUBJECT: “Building trust for each of us as a family…”

Your donations to United Way of Greater Milwaukee & Waukesha County help so many in our community, like Gabe and his family.

Born prematurely, Amy’s son Gabe did not seem to struggle at first. But soon after his first birthday, Gabe’s development slowed to a stop.

Amy and Gabe started therapy with Curative Care, a United Way partner agency supported by donations to the Community Fund. Curative therapists Miss Tess and Miss Patty came to Amy and Gabe’s house to work on his speech, language, and motor skills.

As he grew, Gabe started displaying dangerous behavioral issues. He would climb furniture, leave the house, and struggle to stay calm when out in public. Amy’s older son, Benji, and stepdaughters, Angel and Keke, began to feel unsafe. Gabe was quickly aging out of the Curative Care program and Amy knew she would have to fight to get Gabe the support he needed.

The team at Curative Care helped Amy connect to another United Way funded partner – Penfield Children’s Center. At Penfield, Therapist Kim tailored a specific treatment plan to meet Gabe and Amy’s needs. Gabe was displaying typical behaviors for a child his age – aggression, noncompliance -- but displaying them at an increased frequency. Treatment focused on limit setting, listening, and positive reinforcement.

Today, five-year-old Gabe is comfortable with his routines and thriving in kindergarten. Though he still struggles with difficult behavior from time to time, the family’s commitment to consistency and routines helps him regulate.

“Penfield and Curative Care helped us build trust with each other as a family,” said Amy.

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Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 4**

EMAIL SUBJECT: “Building community means showing up for each other.”

Growing up in Milwaukee, YMCA Camp Director Diego knows firsthand the experience of the kids he works with. At 16, Diego became a YMCA Leader in Training and discovered his passion for youth development. Flash forward to today and Diego gets to help young people like JB find their passions too.

Fourteen-year-old JB is a helper. During the pandemic, JB attended the YMCA Extended Learning Academy for youth whose parents were essential workers. There, he always jumped in to help Diego serve lunch and keep the younger kids entertained. JB naturally took on a leadership role in the Academy. The younger kids looked up to him.

Donations to United Way support allows JB and other youth to attend the YMCA Summer Day Camps for free.

“Building community means showing up for each other,” said Diego. “We build great trust with parents and provide a safe place for these kids.”

Today, JB is a proud YMCA Leader in Training. Looking toward the future, Diego’s example has helped JB see a similar future for himself.

“I don’t just want to sit around the house. I want to get out and do things!” said JB. “I could see myself being part of YMCA for a long time.”

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Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 5**

EMAIL SUBJECT: Multiply your donation with United Way matches!

Your donation to United Way may qualify for matching dollars, meaning you make an even bigger impact on our community! Multiply your impact with these great matches:

* **Community Schools:** New and increased gifts to Community School are doubled by Kohler Co. Up to $50,000.
* **Education**: New and increased gifts to United Way’s Education focus area are doubled by Badger Meter. Up to $100,000.
* **Financial Empowerment for Women**: New and increased gifts to Financial Empowerment for Women are doubled by BMO Harris Bank. Up to $250,000.
* **Health Improvement Fund**: New and increased gifts to the Health Improvement Fund are multiplied six times by the Milwaukee Health Care Partnership. Up to $2 million.
* **Helping Kids Succeed**: New and increased gifts to Helping Kids Succeed are doubled by Landmark Credit Union. Up to $50,000.
* **Reducing Barriers to Employment & Advancement:** New and increased gifts to Reducing Barriers to Employment & Advancement initiative are doubled by ManpowerGroup. Up to $200,000.
* **Safe & Stable Homes:** New and increased gifts to Safe & Stable Homes are doubled by Ascension Wisconsin. Up to$100,000.
* **Techquity:** New and increased gifts to Techquity are doubled by EY. Up to $75,000.

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Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 6**

EMAIL SUBJECT: Community Smiles Dental serves thousands of children each year.

Santana first visited Community Smiles Dental in Waukesha when she was twelve years old. Little did she know this visit would change the course of her life.

Community Smiles Dental Hygienist Jenny took time to answer all of Santana’s questions. Once she got in the chair, she started to feel safe and comfortable. By the end of the visit, Santana couldn’t wait to see Jenny again at her next appointment.

Community Smiles Dental improves the lives of underserved community members through oral healthcare services, preventive education, and systemic healthcare change. A major focus of their work is helping patients of all ages feel comfortable at their dental visits.

In the four-county greater Milwaukee area, more than 125,000 children are on state insurance, and their options for dental care are extremely limited. Community Smiles Dental is one of the only dental providers in the region for patients on state insurance, including children, pregnant women, and people with special needs.

Your donation to United Way enables Community Smiles Dental to serve thousands of children each year who might otherwise go without dental care.

As Santana got older, she continued visiting Community Smiles Dental for regular checkups with Jenny. When she became a mom, Santana brought her children to Community Smiles Dental as soon as they got their first teeth.

“I am so grateful for Community Smiles Dental,” said Santana. “They are my dental family!”

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Thank you,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 7**

EMAIL SUBJECT: There to support her through all of life’s ups and downs.

Every child deserves kind, caring, and supportive mentors in their life. That’s why your donations to United Way support Big Brothers Big Sisters of Ozaukee County.

Big Sister Susie and Little Sister Madeline have been matched since 2015, when Madeline was seven years old. Susie learned from Madeline’s teacher that Madeline would benefit from someone who could make her feel special and strengthen her social skills with peers and adults.

Susie and Madeline met weekly at school to work together on homework, play games, and talk. As their friendship grew, Madeline opened up to Susie, talking about her friends, stresses at home, and the ups and downs happening in her life.

As their relationship grew, Susie and Madeline transitioned to Big Brothers Big Sisters’ community-based program, where they enjoyed taking nature hikes, visiting museums, and volunteering at BBBS special events.

Today, Madeline is 13 years old and in middle school. Madeline and Susie still enjoy spending quality time together, and they are always looking forward to their next adventure.

As their friendship continues to grow and change, Madeline can rest assured that Susie will be there to support her through all of life’s ups and downs.

When you give to United Way, you’re not just making a donation. You’re changing a life. Join us in the United Way 2022 Community Campaign.

Thanks.

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 8**

EMAIL SUBJECT: It’s not why you give, but it doesn’t hurt either!

When you donate a new or increased gift to United Way’s Community Fund, you are automatically entered to win some seriously cool prizes in the Give & Win Sweepstakes, like…

* **$10,000 cash** with a new or increased gift of $100
* **A Brewers Spring Training package** with a new or increased gift of $75
* **A Cocoa Beach dream vacation** with a new or increased gift of $50
* **A Green Bay Packers game day experience** with a new or increased gift of $50
* **A Bucks fan package**, **a Grand Geneva Resort getaway,** or a **Verlo V5 bed set** with a new or increased gift of $25

Thank you to United Way’s Give & Win Sweepstakes prize sponsors! Join me in donating to United Way to be entered to win.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 9**

EMAIL SUBJECT: Your donation helps adults with disabilities find meaningful employment.

Aaron has always wanted to work in the healthcare field. Specifically, at the Aurora Medical Center in Grafton. As an adult with disabilities, Aaron needed support on his employment journey. So, Aaron joined Portal, Inc.

Donations to United Way’s Community Fund support Portal’s Employment Readiness & Advancement program, which prepares individuals with disabilities for employment and self-sufficiency.

Through Portal, Aaron received help preparing for his job interview with Aurora. When he was hired as part of the environmental services team, Portal Job Coach Mary supported Aaron as he learned his new role.

Fast forward 11 years and Aaron is a treasured member of the Aurora Grafton team. Aaron knows each staff member by name and loves saying hi to everyone as he walks the halls with his cleaning cart.

As an essential worker during COVID-19, Aaron didn’t miss a beat, performing important tasks like disinfecting high-touch areas and stocking mask, hand sanitizer, and tissue stations.

Today, Aaron continues to thrive at work. Portal job coaches stop by twice per week to check in but know that Aaron now has the skills he needs to succeed.

“Working makes me happy!” said Aaron with a smile.

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Thanks.

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 10**

EMAIL SUBJECT: Final day! Your United Way donation changes lives.

Team,

Today is the last day of our United Way campaign!

To those who have already donated, thank you for supporting lasting change in our community. For those who have not donated yet, there’s still time! We are asking everyone to please consider donating to help ensure everyone in our community has access to the resources they need.

Donating to United Way is an easy and powerful way to change lives.

Still wondering why? The equation is simple:

**You + Local Nonprofit Partners = A United Community**

**You**. When you give to the Community Fund, your donation is combined with thousands of other donors, funding over 220 programs that have a direct impact on the health, education, and financial stability of so many in our neighborhoods.

**Local Nonprofit Partners.** United Way knows the nonprofit agencies who are doing the hard work every single day, offering support to those who may be struggling. Your donation directly supports this work.

**A United Community.** The solutions we create together go beyond short-term fixes. We are creating lasting change. Will you join me in Living United?

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*