**United Way Email Campaign**

**5 Day/1 Week**

**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.

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.

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.”

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.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions*

**Day 5**

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*