**2023 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 most?

We know, when it comes to making a charitable donation, there are a lot of choices out there. There are lots of great groups doing some amazing things. It’s not always easy to decide where your money should go.

We know that YOU want to be part of something meaningful. YOU want to make a difference in the lives of others. YOU want to trust that your charitable donation is helping the most people possible.

Let us help you with your decision.

Your gift to United Way through our workplace campaign ensures that your donation is invested where the need is greatest. You are supporting over 200 programs at over 100 local nonprofits. Donations are monitored to ensure programs are effective, meet current community needs, and are financially stable and sustainable.

United Way has always had one simple purpose: help people live better lives.

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

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 2**

EMAIL SUBJECT: A better future starts today.

Adults face obstacles when they lack basic knowledge, education credentials, and English language skills. Access to education and training breaks down barriers and opens opportunities to provide for themselves and their families.

A United Way partner since 2012, Literacy Services of Wisconsin, with offices in Milwaukee and Waukesha, provides one-on-one tutoring instruction to address the needs of adults without secondary education credentials, like a GED or a high school diploma.

Your gift to United Way’s Community Fund supports Literacy Services of Wisconsin and over 200 other programs throughout our community.

“When I think of United Way, I think about the partnership and the support that they provide us,” said Holly McCoy, executive director of Literacy Services of Wisconsin. “I feel like United Way is really instrumental in creating community and ensuring that we're all doing the work that we should be doing.”

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 3**

EMAIL SUBJECT: “I knew my baby was being cared for, but most importantly, loved.”

A United Way partner since 1967, St. Joseph Academy helps children prepare for school, ensuring they achieve age-appropriate developmental milestones in a safe, nurturing, and educationally stimulating environment.

Susie, mother of Joaquin, said “The first time I had to drop Joaquin off with someone other than his grandparents, he was 7 weeks old. I was terrified but I had to go back to work. Over time, St. Joseph Academy became a place where we felt comfortable. I knew my baby was being cared for, but most importantly, loved.”

Your gift to United Way of Greater Milwaukee & Waukesha County helps so many in our community, like Joaquin and St. Joseph Academy.

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 4**

EMAIL SUBJECT: Why United Way?

We know that one organization can’t solve our communities’ toughest challenges alone. We know it takes all of us, working together, to make a difference in the lives of so many that live right here in our neighborhoods.

We all benefit when a child succeeds in school, when someone finds a good job, and when more people receive quality health care.

Together:

* We led efforts to reduce teen pregnancy rates in our community by 65% over the past 15 years.
* We are leading efforts for our region to be the first in the U.S. to end family homeless by the end of 2023.
* We are leading efforts in bridging the digital divide by providing 50,000 computers to people who need them across our four counties by 2027.

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

CEO or Ambassador Name

Insert donation instructions.

**Day 5**

EMAIL SUBJECT: College is expensive.

Sherlean lived in Milwaukee most of her life. Growing up with ten siblings allowed her to see different paths that people took in their education and work journeys. One thing was certain and that was that she wanted to go to college.

Her parents supported this goal, but they worried about the reality of it: college is expensive.

A United Way partner since 1909, Boys & Girls Clubs of Milwaukee supports young people with their college journey through their Graduation Plus program. They provide support and mentorship to help members obtain college access and continue life-long learning.

Because of Graduation Plus, Sherlean was able to receive scholarships that cover the cost of tuition and housing. And she loves the program so much that today Sherlean is able to give other students the same support she received, as both a student and an employee of the program. As a college coach, she mentors 15 freshmen in the say way she’s been mentored – helping students apply for scholarships, write essays, updating their resumes, and providing a safe space to talk when they’re overwhelmed.

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 6**

EMAIL SUBJECT: Why United Way? (Part 2)

For more than a century, United Way has worked hard to develop deep roots and build trust in the communities they serve. They take their role as stewards of donor dollars very seriously.

“There is nothing more important than the trust our donors place in us, as it is foundational to our ability to drive community change.”

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 7**

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:

* **Education:** New and increased gifts to Education are doubled by Badger Meter. Up to $100,000.
* **Empowering Minds:** New and increased gifts to Empowering Minds are doubled by Medical College of Wisconsin. Up to $25,000.
* **Financial Empowerment for Women:** New and increased gifts to Financial Empowerment for Women are doubled by BMO. 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.
* **Milwaukee Community Schools Partnership:** New and increased gifts to Milwaukee Community Schools Partnership are doubled by Kohler Co. Up to $50,000.
* **Reducing Barriers to Employment & Advancement:** New and increased gifts to Reducing Barriers to Employment & Advancement 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.

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

*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 great prizes in the Give & Win Sweepstakes.

* **$10,000 cash** with a new or increased gift of $100.
* **Milwaukee Brewers Spring Training package** with a new or increased gift of $75.
* **Green Bay Packers game day experience** with a new or increased gift of $75.
* **Summerfest 2024 Festival Package** with a new or increased gift of $50.
* **Grand Geneva Resort & Spa Getaway** with a new or increased gift of $50.
* **Milwaukee Bucks Game Day Experience** with a new or increased gift of $25.
* **Milwaukee Admirals Game Day Experience** 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: People are struggling.

“People come to us for counseling,” said Lisa Holtebeck, executive director at Ozaukee Family Services. “A lot of people are struggling today.”

A United Way partner since 1980, Ozaukee Family Services is a local nonprofit that offers confidential, affordable counseling for children, teens, adults, and seniors who are under-insured.

“People come to us for support. They’re dealing with various forms of grief, they’re struggling with life changes like divorce, and they’re struggling with the overall day-to-day emotions. Kids are also facing challenges with depression and anxiety. They’re dealing with a lot.”

“United Way is an important part of our funding for our mental health counseling,” said Lisa. “We couldn’t do what we do without United Way.”

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

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.

Are you wondering how your donation to United Way works?

1. You donate to United Way’s Community Fund. You can give in the amount that’s comfortable for you. No gift is too small. Your donation is combined with other donors’ money to create one large pool of funds.
2. You don’t have to decide on one specific issue to support. United Way connects with local nonprofits that lead solution-driven programs. Your donation helps fund over 200 programs at over 100 local nonprofits.
3. United Way always invests in programs that are measurable, sustainable, and meet current community needs.

When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2023 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*