**2024 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 Campaign Coordinator.

**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. 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: to 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. **Together, we are connecting people to possibilities.**

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 2**

**EMAIL SUBJECT:** It starts with systemic change.

The challenges are real: educational attainment, the digital divide, lack of access to reliable transportation, criminal records. These are the systemic barriers people face when seeking sustainable employment. For those individuals who do have jobs, many of them pay at a rate far below what they need to support themselves or their family.

United Way’s Reducing Barriers to Employment & Advancement initiative is anchored in the belief that all adults should have the opportunity to start stable careers, because a stable career allows for the opportunity to support and provide for a family.

Your gift to United Way helps support programs that support adult education, GEDs and employment credentials, receive transportation assistance to and from jobs, assist with driver’s license recovery, and the expungement of records from public databases for non-violent offenders.

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

Join us in the United Way 2024 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 3**

**EMAIL SUBJECT:** “The idea of losing my home felt absolutely terrifying.”

Crystal had always been a hard worker, but when unexpected medical problems began, she was also met with loss of income, growing bills, and the risk of homelessness for her and her three sons. Family Promise of Waukesha County was her beacon of hope.

Family Promise of Waukesha County helps families that are facing housing insecurity or experiencing homelessness achieve sustainable independence. Their United Way-funded Family Homelessness Prevention Program provided financial assistance and long-term case management to help empower Crystal and to stay in her home.

“If it wasn’t for them, I don’t know where I would be,” Crystal said. “I’m thankful for that.”

Your gift to United Way of Greater Milwaukee & Waukesha County helps so many in our community, like Crystal and Family Promise of Waukesha County.

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Join us in the United Way 2024 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. It takes all of us, working together, to make a difference in the lives of so many that live right here in our neighborhoods.

United Way mobilizes people to action so that all can thrive. Each year, thousands of corporate partners, volunteers, local nonprofits, and donors like YOU all work together for lasting change in Milwaukee, Ozaukee, Washington, and Waukesha counties.

Together, in 2023, we did some amazing things:

* Over **3,700** people were served by Reducing Barriers to Employment & Advancement programs.
* Over **13,000** people were served by Safe & Stable Homes programs.
* Over **1,800** students were part of the pilot program of Teen Mental Wellness: Empowering Minds.
* Over **1,500** computers were distributed through Techquity.
* **195,025** people were served by United Way-funded programs and partnerships across our community.

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Join us in the United Way 2024 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 5**

**EMAIL SUBJECT:** Did you know that half of mental health conditions start at age 14?

It’s not easy being an adolescent or a young adult. Not only are they experiencing physical, hormonal, and emotional changes that can be uncomfortable and confusing, but they’re also dealing with societal expectations and challenges. Youth mental health is a growing, urgent need.

In early 2022, United Way of Great Milwaukee & Waukesha County brought together mental health experts to collaborate on solutions for youth mental health within our community. It sparked their newest initiative, Teen Mental Wellness: Empowering Minds, which is centered where teens spend most of their days…in schools.

We can change the lives of high school students by focusing on prevention, equity, and access to mental health services, and we can do this together with United Way.

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Join us in the United Way 2024 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.

In a time of need, everyone should have someone they can turn to for help. Together, we can be that help. **Together, we are connecting people to possibilities.**

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

Join us in the United Way 2024 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.
* **Financial Empowerment for Women:** New and increased gifts to Financial Empowerment for Women are doubled by BMO. Up to $250,000.
* **Mental Health Improvement Fund:** New and increased gifts to the Mental 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 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 $40,000.
* **Teen Mental Wellness: Empowering Minds:** New and increased gifts to Teen MentalWellness: Empowering Minds are doubled by Medical College of Wisconsin. Up to $25,000.

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

Join us in the United Way 2024 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.

* **Give $100 for a chance to win:** 
  + 2-Year Lease or $12,000 cash towards the purchase of a vehicle sponsored by Russ Darrow Group.
* **Give $75 for a chance to win:** 
  + Milwaukee Brewers Spring Training Package sponsored by Brewers Community Foundation and Ixonia Bank
  + Green Bay Packers Game Day Experience sponsored by Green Bay Packers
  + Seven Day Stay at the Resort at Cocoa Beach sponsored by Zilber Ltd., and DeVona Wright Cottrell and Jade Cottrell
* **Give $50 for a chance to win:** 
  + Grand Geneva Resort & Spa Getaway sponsored by Marcus Hotels & Resorts
  + Summerfest 2025 Festival Package sponsored by Milwaukee World Festival
* **Give $25 for a chance to win:** 
  + Milwaukee Admirals Game Day Experience sponsored by Milwaukee Admirals
  + Milwaukee Bucks Game Day Experience sponsored by Milwaukee Bucks

Thank you to United Way’s Give & Win Sweepstakes prize sponsors! Join me in donating to United Way to be entered to win. For official rules and details visit [www.UnitedWayGMWC.org/Sweepstakes](http://www.unitedwaygmwc.org/Sweepstakes).

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 9**

**EMAIL SUBJECT:** Together, we are connecting people to possibilities.

There was once a time when the internet was only accessible from a single computer in one room of the house. Now, we can access it from anywhere we go. While some of the population has access to technology and the skills to safely navigate it, others don’t have the same opportunity. This is called the digital divide.

The digital divide limits job and learning opportunities, healthcare access, and connecting to those we love. And with more services moving online, the gap has continued to widen.

The vision of Techquity, one of United Way’s initiatives, is to ensure the digital equity and inclusion of every resident in Milwaukee, Waukesha, Ozaukee, and Washington county. Through broadband access, device distribution, and digital skills training, we know that we can bridge the digital divide, and we can do it together.

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

Join us in the United Way 2024 Community Campaign.

Sincerely,

*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.
3. United Way always invests in programs that are measurable, sustainable, and meet current community needs.

It’s about neighbors looking out for neighbors. When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2024 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*