**2025 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 Staff Member or Campaign Coordinator.

**Day 1**

**EMAIL SUBJECT:** What matters most?

You understand the importance of giving back to your community. You know that we must all come together to create lasting change. You want to trust that your charitable donation is helping the most people possible.

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

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 **United is the Way we will transform the lives of individuals and families in our community,** and how your donations will support this work.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 2**

**EMAIL SUBJECT:** “DSAW is my tribe. They support me.”

The Down Syndrome Association of Wisconsin’s (DSAW) Employment Services program, supported by United Way, helps people with disabilities overcome lifelong barriers to employment. Services offered by DSAW are driven by an individual’s personal wants and needs, working together to achieve what they envision for their future.

“I learned life skills, making new friends, making new connections,” said Lukas, who has been attending DSAW since he was a child. “What a job means to me is to have a lot of things – like skills and opportunities.”

Through personalized career discovery, skill-building, and job coaching, individuals like Lukas gain confidence, life skills, and real opportunities to thrive in the workforce.

Your donation to United Way’s Reducing Barriers to Employment & Advancement initiative helps support organizations like the Down Syndrome Association of Wisconsin and individuals like Lukas. When you give to United Way, you’re not just making a donation. You’re changing lives.

Join us in the United Way 2025 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 3**

**EMAIL SUBJECT:** “It’s a miracle to find affordable housing.”

Molly’s son has cerebral palsy, and their two-story rental made daily life difficult, especially after surgery. A suggestion from his physical therapist led Molly to apply to Habitat for Humanity of Waukesha & Jefferson Counties, where she discovered her family qualified for the United Way-supported Homeownership Program.

For Molly’s family, Habitat built a home tailored to their accessibility needs. “It’s a miracle to find affordable housing,” said CEO Melissa Songco. “It’s a unicorn to find affordable and accessible housing.”

“It’s been one of the most important things to happen to our family,” Molly said.

Your gift to United Way of Greater Milwaukee & Waukesha County helps so many in our community, like Molly, her family, and Habitat for Humanity of Waukesha & Jefferson Counties.

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

Join us in the United Way 2025 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 4**

**EMAIL SUBJECT:** Why United Way?

United Way mobilizes people to action so that all can thrive, but 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.

We are part of something big. 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 2024, we did some amazing things:

* Over **9,000** people were served by Reducing Barriers to Employment & Advancement programs.
* Over **17,500** people were served by Safe & Stable Homes programs.
* Over **6,500** students at participating Teen Mental Wellness: Empowering Minds schools were set on a track to elevate their mental wellness.
* Nearly **8,000** computers were distributed through Techquity.
* Over **197,000** people were served by United Way-funded programs and partnerships across our community.

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Join us in the United Way 2025 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*

**Day 5**

**EMAIL SUBJECT:** Mental health in schools help students like Lyrique.

Lyrique, a student at Dr. Howard Fuller Collegiate Academy, found strength in helping others through her school’s REDgen group. After a difficult childhood and struggles with trust and school performance, Lyrique discovered a supportive community and new purpose.

“It’s very important to have something like this in a school,” Lyrique said. “We can get mental health resources in the school without having to beg parents to take you somewhere. Some people struggle with transportation. So, you have a good chunk of resources in the school, rather than having to find ways to get to other places.”

United Way supports mental health systems in local high schools, making resources more accessible for students who may face transportation or financial barriers. 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.

When you give to the United Way 2025 Community Campaign, you’re not just making a donation. You’re changing lives.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*