**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.*

**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 fact, our local United Way of Milwaukee & Waukesha County is recognized both nationally and locally for a high rate of fiscal accountability.

Real change happens when we work together and 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 2025 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:

* **Mental Health Improvement Fund:** New and increased gifts to the Mental Health Improvement Fund are matched six to one by the Milwaukee Health Care Partnership, up to $2 million.
* **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 Landmark Credit Union, up to $50,000.
* **Techquity:** New and increased gifts to Techquity are doubled by EY, up to $35,000.
* **Teen Mental Wellness: Empowering Minds:** New and increased gifts to Teen MentalWellness: Empowering Minds are doubled Badger Meter up to $100,000.

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:**
	+ **Grand Prize Ride:** Choice of either $12,000 cash towards the purchase or 2-year lease of a vehicle from any Russ Darrow dealership.
* **Give $75 for a chance to win:**
	+ **Milwaukee Brewers Spring Training Package:** Two tickets to a game at American Family Fields of Phoenix, $1,000 for travel expenses, a gift bag, and a jersey with your name on the back.
* **Give $50 for a chance to win one of the following:**
	+ **Grand Geneva Resort & Spa Getaway:** Two-night accommodation, golf for two on the Highlands or Brute golf courses with cart, and $200 dining credit.
	+ **Summerfest 2026 Festival Package:** Two tickets to an American Family Insurance Amphitheater show of your choice during Summerfest 2026, two 9-day UScellular Power Passes, two 9-day Captain’s Deck Passes, and a $100 gift card.
* **Give $25 for a chance to win:**
	+ **Green Bay Packers Package:** A $500 Packers Pro Shop gift card, four Hall of Fame passes, four Lambeau Field tours, and a Green Bay Packers autographed item.
	+ **Milwaukee Admirals VIP Experience:** Four tickets at center ice to a Milwaukee Admirals game, dinner in the VIP dining room, a team autographed hockey stick and a Kwik Trip Human Hockey Puck spot. PLUS, Roscoe will visit your company on a mutually agreeable day!
	+ **Milwaukee Bucks Game Day Experience:** Four lower bowl tickets to a Milwaukee Bucks game at Fiserv Forum, with pre-game experience watching warm-ups courtside.

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.

For many college-bound seniors, preparing for the next chapter includes worrying about how to afford essential technology. United Way’s Techquity initiative helps to ease that burden by providing free laptops.

For students like Mitchell who is pursuing a biomedical engineering degree, the laptop was a major relief. “I was stressing...just to save up for a computer,” he shared.

These devices don’t just help students on their path to college. They connect people to job opportunities, housing, and healthcare in today’s digital world.

The vision of Techquity 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.

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Join us in the United Way 2025 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.

**Three Ways You Can Create a Strong Community**

1. **Give to United Way**

Your gift is joined with other donors, and it becomes a powerful force for change.

You are supporting all Key Initiatives with comprehensive approaches to our community’s biggest challenges. These dollars also support investments in community resiliency and provide grants for urgent local needs.

1. **Direct Your Gift to a Key Initiative**

If you are passionate about one or more of United Way’s Key Initiatives – Reducing Barriers to Employment & Advancement, Safe & Stale Homes, Techquity, or Teen Mental Wellness: Empowering Minds – you can give to those specific causes. You choose. You change lives.

1. **Designate Your Gift**

You may decide you want to give all or some of your gift directly to a nonprofit you want to support. Your partnership in giving through United Way goes to those great organizations. Your Gift. Your Way.

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 2025 Community Campaign.

Sincerely,

*CEO or Ambassador Name*

*Insert donation instructions.*