# 2023 Campaign Email Templates

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# How to Use Templates

# Keep your United Way campaign top of mind for your employees! Consider using these suggested emails to craft your own communication plan.

* Links to suggested videos and tools are included, but you may want to remove if you have shared these videos/tools in a different format (such as at a kickoff).

# Pre-Kickoff/Welcome Message

Subject Line: It’s Almost Time for our United Way Campaign!

Dear [First Name],

United Way of Bemidji Area is how our community comes together to address our toughest issues – **but they couldn’t do this important work without you.**

Through strategic partnerships and collaborative work, United Way brings the many voices of the Bemidji Area together to find common ground and develop strategic plans for change. **Your commitment to this year’s campaign will give your neighbors the programs and services they need to live healthy lives and thrive.**

[**Take a look at their Impact Report**](https://www.unitedwaybemidji.org/sites/unitedwaybemidji/files/UW%202022-23%20Impact.pdf) and mark your calendars for the start of [Company Name]’s United Way charitable giving campaign on [Campaign Start Date].

**Together we can do more than any one of us can do alone.**

P.S. Follow United Way of Bemidji Area on [[[**Facebook**](https://www.facebook.com/unitedwaydaneco/)](https://www.facebook.com/UnitedWayBemidji)](https://www.facebook.com/UnitedWayBemidji), [[[**Instagram**](https://www.instagram.com/unitedwaydaneco/)](https://www.instagram.com/unitedwayofbemidji/?hl=en)](https://www.instagram.com/unitedwayofbemidji/), and [**Email Newsletters**](https://visitor.constantcontact.com/manage/optin?v=001S2avIeJoU08eyhfDMCqUXM4vuAYUnREam2bm7CpUjVDil2_BH1sSgPH75QJHOtcgt9XIK_2AAuskP00lJNxRvtS4K4m1mTxw) to stay up-to-date!

# Kickoff Email

Subject Line: United Way Campaign Kick-Off!



**Today marks the start of [Company Name’s] 2023 United Way Campaign! And we’re calling on each and every employee to come together and contribute to addressing the Bemidji Area’s greatest needs.**

Together, we are **making a difference in our community.** Please donate today. [Add how to make a gift, for example through online or paper pledge form]

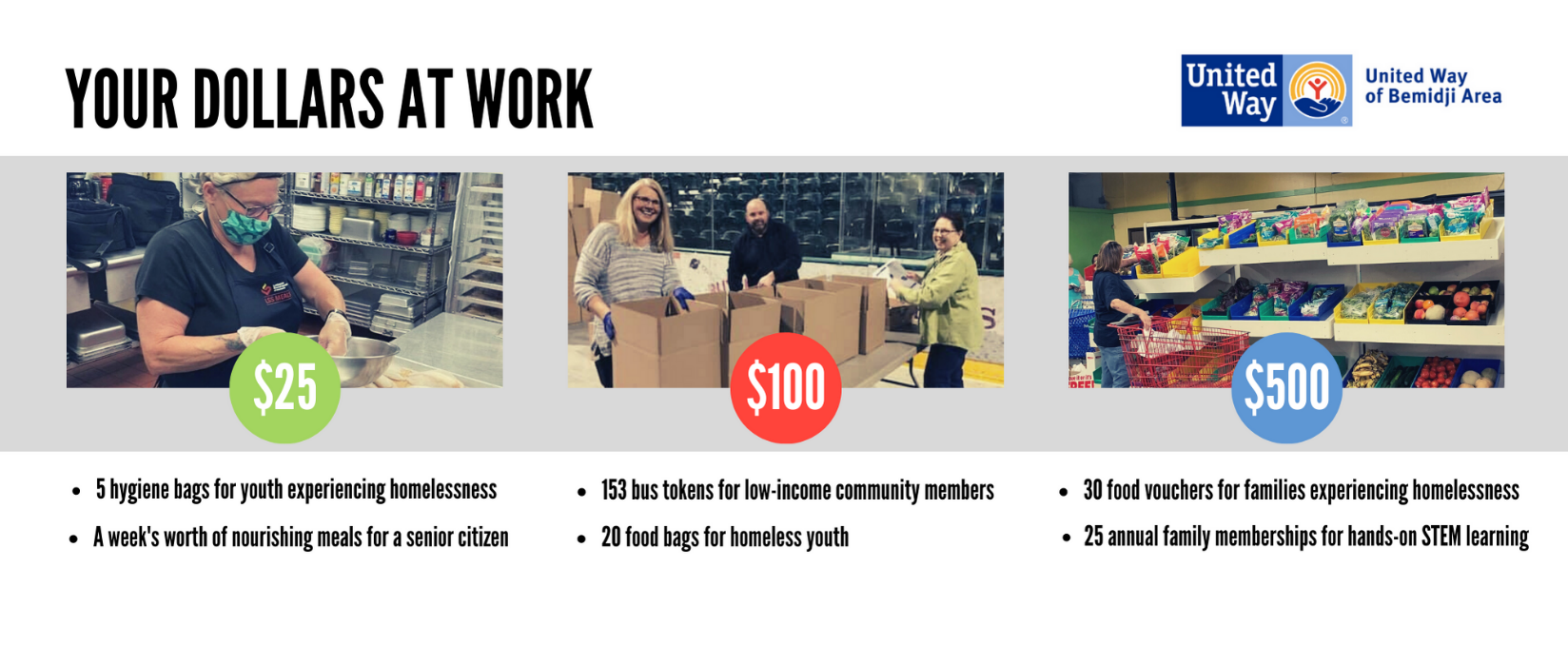
[Closing],

# Midterm Email

Subject Line: Every dollar makes a difference

[Salutation],

As our United Way Campaign is nearing the end, we want to make sure you have a chance to help address the Bemidji Area’s greatest needs. Even the smallest gift can add up to big wins for our community.



[Add how to make a gift, for example through online or paper pledge form]

Thank you.

[Closing],

P.S. Follow United Way of Bemidji Area on [[**Facebook**](https://www.facebook.com/unitedwaydaneco/)](https://www.facebook.com/UnitedWayBemidji), [[**Instagram**](https://www.instagram.com/unitedwaydaneco/)](https://www.instagram.com/unitedwayofbemidji/?hl=en), and [**Email Newsletters**](https://visitor.constantcontact.com/manage/optin?v=001S2avIeJoU08eyhfDMCqUXM4vuAYUnREam2bm7CpUjVDil2_BH1sSgPH75QJHOtcgt9XIK_2AAuskP00lJNxRvtS4K4m1mTxw) to more opportunities to give, advocate, and volunteer!

# Last Chance Email

Subject Line: It’s never too late to Live United

[Salutation],

I’m so proud of the progress we’ve made with our United Way campaign! A reminder that our United Way campaign is wrapping up on [XYZ date.]

**There is still a chance to support the United Way and their Partner Agencies who impact more than 60,000 people in our community each year!** Learn more about the United Way Partner Agencies [**here.**](https://www.unitedwaybemidji.org/partner-agencies)

[Add how to make a gift, for example through online or paper pledge form]

[Closing],