**2025 United Way Campaign Email Templates**

# Pre-Kickoff/Welcome Message

Subject Line: Let’s Make 2025 Count: United Way Campaign Coming Soon!  
  
We’re excited to announce the upcoming 2025 United Way Campaign at [Company Name]! United Way of Bemidji Area brings our community together to tackle its most urgent needs—and your support makes it possible.  
  
This year’s campaign continues with the theme Give Where You Live. Every dollar you give helps strengthen programs that serve our neighbors, co-workers, and friends—right here in the Bemidji Area. Your support powers lasting change through education, financial stability, and a healthy community.  
  
Please take a moment to review the United Way Impact Report and save the date—our campaign begins on [Campaign Start Date]. We’ve also included the 2025 United Way Events and Programs calendar. We hope you’ll join us throughout the year!  
  
Together, we can do more. Let’s Give Where We Live.  
  
P.S. Be sure to follow United Way of Bemidji Area on Facebook, Instagram, and by signing up for email updates!

# Kickoff Email

Subject Line: United Way Campaign Kick-Off – Let’s Go!

Dear [First Name],  
  
Today is the start of [Company Name]’s 2025 United Way Campaign! We invite you to be part of a powerful movement to make life better for everyone in our community.  
  
When you Give Where You Live, your contribution supports local programs that make a real difference—from helping kids succeed in school to ensuring families have access to basic needs and emergency services.   
  
You can make your donation through [insert instructions for online pledge or paper form].   
  
Our goal is to [raise $$$ OR reach %%% participation] by [campaign end date]—and we can’t do it without you!  
  
Please reach out if you have questions or want to get more involved.

# Mid-Campaign Email

Subject Line: We’re halfway there—will you help us reach the finish line?

Hi [First Name],  
  
We’re halfway through our 2025 United Way Campaign, and there’s still time to be part of something impactful.  
  
Whether your gift is big or small, every dollar helps ensure that more people in our community have access to the services they need to thrive.  
  
You can make your gift by [insert instructions for how to give].  
  
Thank you for helping us Give Where We Live!  
  
P.S. Follow United Way of Bemidji Area on Facebook, Instagram, or email newsletters to see your impact in action!

# Final Reminder Email

Subject Line: Final Days to Give Where You Live!

Dear [First Name],  
  
Our United Way campaign is wrapping up on [insert date], but there’s still time to make a difference.  
  
Your donation will support United Way and their Partner Agencies—impacting more than 60,000 people each year in the Bemidji Area.  
  
Did you know:  
- 99% of donations stay local, creating real and measurable impact.  
- United Way runs direct programs like: Backpack Buddies, Imagination Library, Wheels to Work, Holiday Gifts for Kids, and more.  
- United Way also strengthens partner agencies with tools, training, and connections to serve more people effectively.  
  
Make your pledge today at [insert giving instructions].  
  
Thank you for being part of a community that cares.