

**UNITED in
PURPOSE**

2023 Employee Campaign Manager Packet



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UNITED in PURPOSE

United 4 Youth



Who We Are

United Way wants Santa Cruz County to be a thriving community – a place where we can achieve our dreams, no matter where we live or how much money we make. We ignite our community to give, advocate and volunteer so that our youth succeed in school and life, our residents are healthy, and our families are financially independent.

Our vision for Santa Cruz County

When our youth thrive, we all thrive.

What We Do

At United Way, we partner with donors, volunteers, advocates, governments, other nonprofits and people like you who are committed to making our community the best it can be. We bring together all of these groups because they are the building blocks of our community.



By addressing these issues collectively,
we build our community's capacity to
create lasting impact.

United 4 Youth

**When you direct
your gift to
United 4 Youth, you
will provide the
best value for your
investment and the
biggest
impact on youth
well-being.**

United 4 Youth is a community powered model - assembling teams of nonprofits to co-design innovative, collaborative programs that lead to positive and sustainable outcomes for our youth.





Our 2023 goal is to raise \$400,000 to improve the lives of youth in Santa Cruz County!

Our Outcomes



Our youth will be ready to succeed in school and their careers



Our youth will be connected to their communities



Our youth will be healthy physically, mentally, and emotionally



Our youth will live in financially stable households

Contact Us

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 831.479.5478

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www.unitedwaysc.org

Get involved and make a difference!

GIVE

Make a financial contribution. No amount is too small.

ADVOCATE

Spread the word about United Way and our shared mission to make our community greater. Pick up the phone. Write an email. Send a tweet. Get people excited about LIVING UNITED.

VOLUNTEER

Roll up your sleeves and let's get to work! Whether it's filling backpacks with supplies for youth experiencing homelessness and other hardships, or helping our neighbors file their taxes, we have many ways for you to get involved.



Together, We Are United 4 Youth

Together, we can build a healthy, thriving, safe future for youth across Santa Cruz County. By creating youth-centered programming focused on mental health, civic engagement, community connection, and college and career readiness, we can reduce disparities and create a more equitable future for youth and families in our community.

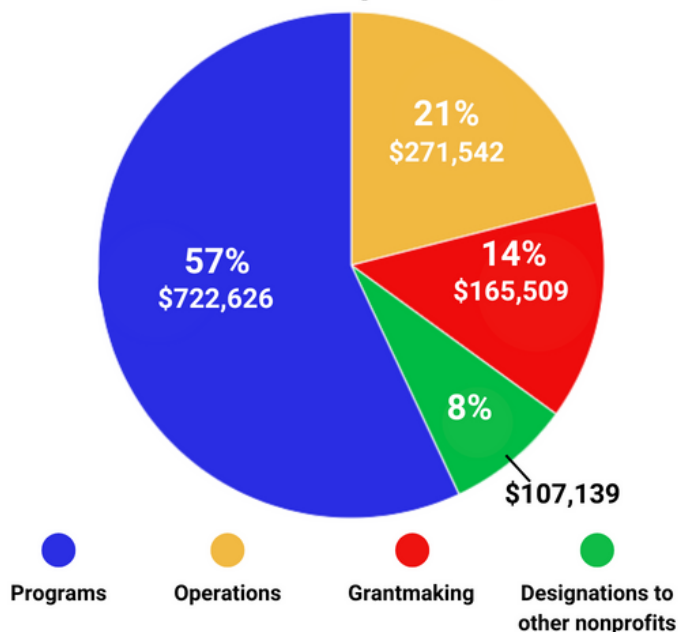
When you give to United Way, you support innovative youth programs & initiatives across the county.

"When our Youth Thrive, We ALL Thrive"
- Keisha Browder

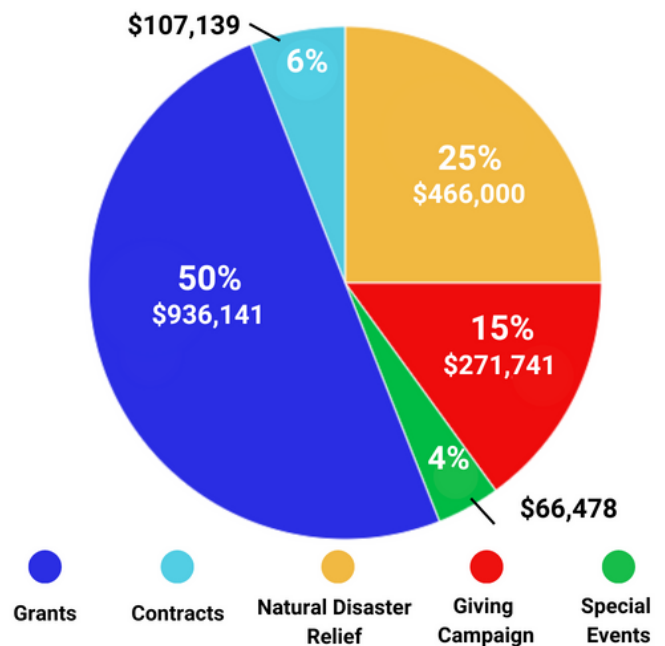


Your Contributions at Work

FY 21-22 Total Expenses: \$1.26M



FY 21-22 Total Revenue: \$1.8M



How will my donation dollars be used?

100% of your donation stays in Santa Cruz County, supporting United Way's work in larger, countywide efforts to address our county's most pressing challenges and build a healthy, thriving, and safe Santa Cruz County for all.



Why should I give to United Way?

→ **We are careful stewards of your donation**

Local volunteer experts study community needs, set goals, review budgets, and partner with agencies to make sure that donated dollars are used as wisely as possible. These volunteers, all of whom are actively concerned with the quality of life in our community, represent a cross-section of Santa Cruz County.

→ **Your Contribution is managed and monitored**

The review process is United Way's assurance that contributions are being responsibly managed and monitored. Our United Way adheres to stringent standards of accounting and financial reporting set for health and human service organizations.

→ **We can make your contribution work harder**

We leverage your donation with grant funding, advocacy for bipartisan policy, and volunteerism to provide maximum community impact. We hold United Way funded agencies accountable and they report data on their outcomes as well as yearly evaluation. We fund only trusted, proven programs to ensure that your gift is creating the most good possible in Santa Cruz County.

How much of my give to United Way pays for operation expenses?

According to the Better Business Bureau, a nonprofit who spends 25% or less on overhead expenses is considered an efficient nonprofit. The operating expenses for United Way of Santa Cruz County are 21% - so for every dollar donated to United Way of Santa Cruz County, 79 cents goes to support over 20 countywide programs and services. We are recognized by *GuideStar Exchange* as a Gold Participant for our transparency and efficiency.

United Way brings together people with the **PASSION, EXPERTISE, and RESOURCES** needed to support youth in our community. We invite you to be a part of the change. Please contact United Way of Santa Cruz County for additional information: campaign@unitedwaysc.org or call 831-479-5478.

UNITED WAY OF SANTA CRUZ COUNTY PROGRAMS

OUR MISSION

We ignite our community to give, advocate and volunteer so that our youth succeed in school and life, our residents are healthy, and our families are financially independent.

OUR FOCUS FOR YOUTH & FAMILIES



COLLEGE & CAREER READINESS



HEALTH & WELLNESS



ECONOMIC STABILITY



COMMUNITY CONNECTION

OUR PROGRAMS & INITIATIVES



United in Purpose
Together, We Are United 4 Youth

Learn more [HERE](#)

2-1-1 Santa Cruz County



OUR MISSION

2-1-1 connects individuals and families to social and health services 24 hours a day, every day of the year. We provide accurate and timely assessment, information, and service navigation to help people understand their options, resolve problems, and improve their lives. By informing the community of needs, gaps, and trends, 2-1-1 facilitates system change.



Mariana Moran Falcon Leal and Cassandra Flores from United Way of Santa Cruz County 211 helping California Fire Foundation deliver relief credit cards to those affected by the storm in San Lorenzo Valley. (AKA United in purpose)

211 IMPACT

Program Impact Year 2022:
Number of calls: 6,032
Number of Referrals: 9,980
Number of Needs: 7,080

CURRENT 211 PROGRAMS & PARTNERSHIPS

Tobacco Cessation Program: United Way of Santa Cruz County, 211 partner with KickIt California to provide services for smokers to quit smoking. Once the callers go through their program, they receive a \$20 dollars gift card.

Low-Cost Broadband: The Affordable Connectivity Program provides a \$30 dollars discount on their internet bill for qualifying applicants. You can text the word "GETACP" to 211-211.

Taxes: We have a website that provides tax resources such as federal credits, self-filing information, and an opportunity for all to do their taxes for free. Please visit www.myfreetaxes.org or text the word "Taxes" to 211-211.

OUR GOALS



Provide Information and Referral Services through a centralized and easy-to-access sources of information and referrals for a variety of social services.



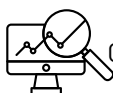
Promote Access to Services to individuals and families in need



Support in Times of Crisis during emergencies, disasters, or crises, 211 plays a critical role in connecting affected individuals with emergency services, shelters, food distribution and other essential resources.



Reduce Information of Barriers to accessing services by providing information in multiple languages and through various communication channels.



Collect and Analyze Data on community needs and trends.



Advocate for Systemic Change and work to address systemic issues and gaps in services to create a more efficient and responsive.



Raise Awareness about available resources and services through outreach and education campaigns.

What is United 4 Youth?

United 4 Youth is a community powered model - assembling teams of nonprofits to co-design innovative, collaborative programs that lead to positive and sustainable outcomes for our youth.

U4Y PROGRAM PARTNERS

LIVE OAK

Cradle to Career (C2C) leads the Thrive Outside project with the **Boys and Girls Club**, **Flow**, and **Fuerza**. This project will include FREE after-school activities and services for Shoreline Middle School Students that are fun, inclusive, culturally responsive, and engaging!



- Student Engagement
- Parent Engagement
- Youth -Led Activities
- Advocacy



- Support youth-led and designed after school activities
- Youth-Adult Partnerships



- Music
- Alternative Recreational Activities; Skateboarding & BMX
- Relationship building



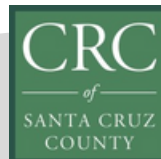
- Academic Support & Access to higher education
- Soccer and other activities

WATSONVILLE

Community Action Board's - Luna Y Sol Center's goals are to support youth and families to thrive by building economic mobility, restorative justice practices, and academic support. This year they are partnering with **Conflict Resolution Center** to host restorative circles and victim-offender dialogues.



- Academic Support
- Parent Engagement
- Youth -Led Activities
- Basic Needs Services



- Restorative Circles
- Victim Offender Dialogue
- Conflict Resolution & Healing

YOUTH ACTION NETWORK

2023-2024

OUR MISSION

United Way's Santa Cruz County Youth Action Network (YAN) is a countywide collaborative of youth and adults working together to promote youth well-being by connecting young people to resources and opportunities to create positive community change and elevating youth voices in decision-making.



@yan_santacruzcounty



@YAN Santa Cruz County

OUR GOALS



Increase meaningful participation for youth within Santa Cruz County.



Help youth explore their leadership and increase their skills and capacity.



Support authentic youth engagement and increase youth participation in community-level decision-making and knowledge of decision-making processes.



Promote partnerships between youth organizations and reduce silos



Co-create relationships with adult decision-makers and allies

YAN STRUCTURE

United Way of SCC Initiative

United Way of Santa Cruz County will support logistics, collaboration, and coordination between YAN Youth leaders, community-based organizations, and adult decision-makers.

YAN Adult Allies & Local Leaders

System leaders and local Jurisdictional Representatives from mid, south, and north county will support the work of the Youth Action Network to increase youth voice within local decision making.

YAN Steering Committee

The YAN Steering committee comprises youth leaders from across the County that will guide the work of YAN and decide what projects, activities, research projects, and capacity-building sessions YAN will conduct.

The Network

The broader Network comprises organizations and agencies committed to amplifying youth voices and increasing youth well-being. YAN promotes other agencies' youth-centered programming and events to support collaboration and reduce silos. Through the Network, YAN is working to shift from adults solely making decisions that impact youth to youth and adults working together. YAN is also working to increase youth-adult partnership best practices across the County.

JÓVENES SANOS

2023-2024

OUR MISSION

United Way of Santa Cruz County's Jóvenes Sanos (JS) is a Watsonville-based youth program that focuses on reducing mental health stigma by elevating youth voices to shift the stigma around mental wellness and increasing youth access to mental health resources. In the process, youth learn leadership skills including public speaking, collaboration, and teamwork.

JS seeks to promote peer-to-peer conversations regarding mental wellness and create a healthy and thriving culture in Watsonville.



Watch JS's Testimonials



OUR GOALS



Elevate youth voice and perspective to shift cultures of stigma around mental health



Help youth explore their mental wellness and learn various mindfulness and self-care strategies as preventative tools that can significantly improve their quality of life



Support authentic youth engagement and increase youth informing community-level decision-making



Promote hope, healing and resiliency through peer-to-peer connections



Co-create meaningful community partnerships rooted in trust and power-sharing to rebuild connections with community and youth

OUR PILLARS

01 Prevention to Support Well-Being

Building youth's capacity utilizing mental health frameworks to increase protective factors that buffer the impact of Adverse Childhood Experiences (ACEs) and connecting them to resources

02 Raising Awareness and Reducing Stigma

Supporting youth in exploring their mental wellness by using culturally and linguistically appropriate strategies to promote peer-to-peer conversations around mental health and creating youth-led campaigns

03 Peer-to-Peer Connectedness

Increasing opportunities for youth to connect in a positive and safe environment that supports their mental health and leadership development and honors their lived experiences and cultural identity



@Jovenes SANOS



@Jovenes.sanos



Youth Participatory Action Research

2023-2024

WHAT IS Y-PAR?

Y-PAR + CISER Approach

Youth Participatory Action Research trains young people to conduct research to improve the community and informs solutions to problems that are important to young people. Y-PAR centers youth's voices and experiences to empower them to learn and apply research to solve issues in their community. Similarly, the Community-Initiated Student-Engaged Research (CISER) approach offers creative ways to engage the community. The framework for both Y-PAR and CISER research models uphold the concept of valuing cultural capital and community contexts.



OUR GOALS



Increase access to youth leadership skills



Increase meaningful participation for youth within Santa Cruz County



Increase authentic youth engagement and youth informing community-level decision-making



Increase youth knowledge of research methodologies/data indicators



Increase opportunities and resources for higher education



Increase youth voice and perspective to shift cultures of stigma around mental health



Increase youth understanding of mental wellness resources/frameworks



Increase peer to peer connections and protective factors

Read Our 2022-2023 Report

<https://tinyurl.com/yparreport>

22/23 Recruitment

The Santa Cruz County Youth Action Network & Jóvenes Sanos is partnering with UC Santa Cruz to recruit Youth to participate in a second cohort of our Youth Participatory Action Research (Y-PAR)!

We are seeking 60 middle school & high school youth from throughout the County to support research on community mental health.

Youth will:

- Work with their peers to find solutions to problems surrounding their community
- Become advocates for mental health & share findings to improve mental well-being in their community
- Work alongside UC Santa Cruz Professors & Students

Applications due by September 8, 2023.

<https://tinyurl.com/raisingourvoice>

RAISE YOUR VOICE!

Join the Santa Cruz County Youth Action Network, Jóvenes Sanos and UC Santa Cruz to participate in a Youth Participatory Action Research (Y-PAR) Project!

YOU WILL

- Work with your peers to find solutions to problems surrounding your community
- Become an advocate for mental health and share findings to improve mental well-being in your community
- Work alongside UC Santa Cruz Professors and Students

IMPORTANT DATES!

Session #1: September 23, 2023,
Session #2: October 21, 2023,
Session #3: November (Date TBD)
Session #4: December 2, 2023
11am - 3pm

CONTACT INFORMATION:
PVLA2023@UNITEDWAYS.ORG
(831) 279-1170

YOUTH WILL RECEIVE \$30 PER MEETING!

USE YOUR voice FOR CHANGE

APPLY NOW!

AGES 15-18

UC SANTA CRUZ | Campus + Community



2023 Campaign Manager ACTION GUIDE

Employee Campaign Managers (ECMs) are the critical link between United Way of Santa Cruz County and the employees that help us ignite our passion to give back. In this Action Guide are tips for strengthening your campaigns, getting more employees engaged and, overall, making a lasting impact on our community and your company.

In this Action Guide, you'll find:

- Step-by-step instructions on planning every aspect of the campaign, from the logistical to the fun
- Ideas and tips to make the campaign more engaging
- Links to additional resources

We hope you'll use this as the go-to resource for your campaign needs, but an Action Guide can only do so much. Your United Way Campaign Staff is always available to help with the rest, so please reach out to us.

Your UWSCC contact is: Dawn Bruckel

Phone: Direct: 831.479.5478

Email: dbruckel@unitedwaysc.org

For the full guide:
[CLICK HERE](#)



ROLLOVER CAMPAIGN

As the world pressed pause and we stayed at a distance, our community has found new ways to come together. Even when we're apart, we remain united in kindness, united in service, and united in hope. With every new challenge, we see our community rise to the occasion. And now — more than ever — we need your help to respond to the community's needs.

Because workplaces look different, we are offering the option of a Rollover Campaign in place of a traditional one. As always, we appreciate your continued support of United Way of Santa Cruz County.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions) from 2021's annual campaign and automatically rolls it over to the 2022 campaign, including gift amount, type of pledge, and any designations unless any changes are specified by the employee. Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift, including an increase, decrease or other adjustment based on their personal situation.

WHAT STEPS ARE INVOLVED?

- **Complete and submit the confirmation form.** On the back of this sheet is a form to provide us with all the details needed to get started.
- **Define your timeline for when you want to run your campaign.** This looks a lot different than a traditional campaign. Right before your campaign, you'll need to communicate to your employees the details and how they can make adjustments. We recommend about 2 weeks for notification of adjustments to their gift including designations or to increase giving.
- **Determine a point person for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.**
- **Reach out to new employees that have joined since the end of your 2021 campaign.** Provide new staff with a United Way packet, including a pledge form and brochure.
- **Submit pledge forms to your United Way contact for any new employees or changes for existing donors at the end of your campaign.**

WHAT TOOLS CAN UNITED WAY PROVIDE?

- **2021 Donor Information:** We will provide a spreadsheet with the details of your 2021 giving including donor name, amount, and designations to ease answering employee questions.
- **Communication Plan:** We will provide sample communication to help you inform your employees about the campaign as well as answer questions that might come up.



United Way
of Santa Cruz County

ROLLOVER CAMPAIGN

ROLLOVER CAMPAIGN CONFIRMATION

Our company/organization will implement a Rollover Campaign for the 2023 Annual Campaign. We understand that this means all employee payroll gifts submitted for the 2022 campaign will be continued flat for 2023, including designations, unless otherwise notified by the donor of any changes.

COMPANY/ORGANIZATION NAME: _____

CAMPAIGN COORDINATOR CONTACT: _____

EMAIL: _____ **PHONE:** _____

SIGNATURE: _____ **DATE:** _____

Return confirmation form to:

Dawn Bruckel



831.479.5478



dbruckel@unitedwaysc.org

United Way of Santa Cruz County
4450 Capitola Road, Suite 106
Capitola, CA 95010

Step 1: Provide your contact information

United Way of Santa Cruz County only uses contact information to process donations and let you know how your investment is helping Santa

Mr./Mrs./Ms./Dr. First Name M.I. Last Name Recognition Name (if different)

Home Address Apt. City State Zip

Preferred Telephone Preferred Email

Company Name

☐ I wish to remain anonymous in publications.

☐ Yes, I would like to sign up for UW's newsletter.

☐ Emerging Leaders

I am an early-mid career professional & would like to connect with United Way and it's impact.

-Yearly contribution of \$100 or \$10 a month

☐ Women in Philanthropy

My contribution of \$1000 or more specifically supports Women in Philanthropy strategic programs.

☐ Leadership Giving Circle

I gave \$1,000.00 or more to United Way of Santa Cruz County and want to support United 4 Youth.

☐

Step 2: Direct how to invest your gift

☐ United 4 Youth Fund

When you direct your gift to United 4 Youth, you will provide the best value for your investment and the biggest impact on youth well-being.

Your gift will support:



COLLEGE & CAREER READINESS



HEALTH & WELLNESS



ECONOMIC STABILITY



COMMUNITY CONNECTION

☐ **Designated Gift** Organization must be 501 (c)(3) nonprofit. A minimum \$100.00 contribution per agency s required for this option. Processing fee: 15%

Agency name and complete address

\$

Amount

Step 3: Please select payroll deduction or direct gift

TOTAL GIFT AMOUNT \$

☐ EASY PAYROLL DEDUCTION

X _____ = \$ _____

\$ _____

Amount per # of pay periods pay
period per year

☐ CHECK Check # _____

Payable to United Way of Santa Cruz County

☐

Credit Card

Visit us online at unitedwaysc.org

☐ CASH

SIGNATURE

DATE

Email 1a:

Campaign Welcome and Kick-Off

From: Your United Way CEO/CPO, Board or Campaign Chair

Audience: All company employees

C2A: Give now to join the campaign

Subject line: Together, We Are United in Purpose

Preheader text: When we are united, we can do more for Santa Cruz County

Body

Dear **[First name]**,

Every day, United Way of Santa Cruz County brings people together to support communities where everyone can access a quality education, build economic mobility, and live a healthy life. Our work is powered by people, and local businesses like **[company name]** that are committed to supporting the strength, vitality, and resilience of our community.

This is not a regular campaign request. Joining United Way to be United in Purpose is a call to purposeful action. To be United in Purpose is to recognize and amplify our power to make a meaningful difference in the community **[or communities]** where we work and live. It's not just a one-time gift to a single issue that will resolve quickly, but a call to collaborate on the complex issues Santa Cruz County faces.

Here in Santa Cruz County, we're making a difference in people's lives every year. By coming together to be United in Purpose, we can do so much more to accomplish goals that can change lives, like

- Provide safe afterschool spaces for students across Santa Cruz County
- Connect youth and families to mental health resources
- Prepare students for career and college readiness through youth leadership programming
- Support our community in the face of natural disasters through our 211 database and resources

We only succeed when we collaborate and become United in Purpose with people like you who care about our community and collaborate with others to advance programs that meet urgent needs today while building strength for tomorrow.

Join us today: **[Add link to your campaign landing page or www.unitedwaysc.org/dontate]**

In Community,
Signature

Email 1b:

Company CEO variation

From: Your United Way CEO/CPO, Board or Campaign Chair

Audience: All company employees

C2A: Give now to join the campaign

Dear **[Employee name]**,

Our community in Santa Cruz County is facing a number of challenges.

- Recent Natural Disasters
- High Cost of Living for youth and families
- Ongoing Youth Mental Health Crisis

Tough times call for strong action and for us to dig deep and show up ready to join others in a spirit of collaboration. I'm excited to invite you to help improve the health, education, and economic mobility of every person in our community by becoming United in Purpose.

This is more than a campaign – it is a call to action for us at **[company name]** to come together with thoughtful intention to support local solutions in the communities where we live and work. We have set an ambitious goal of raising **[monetary goal/description]** to help our neighbors thrive and strengthen our community. Last year, United Way of Santa Cruz County supported over , with our help.

We're counting on generous people like you and your teammates to help improve the lives of people in our community/ies. **[Insert story or anecdote from company kickoff or previous year's campaign or how United in Purpose connects to the company's established corporate social responsibility goals]**

Make your gift today at **[Add link to your campaign landing page or www.unitedwaysc.org/dontate]**.

Thank you in advance for your valuable support and demonstrating what it means to be United in Purpose at **[company name]**.

In Community,
Signature

Email 2:

Why United Way?

From: Your United Way CEO/CPO, Board or Campaign Chair

Audience: All company employees

C2A: There's still time to give now and join the campaign

Subject line

What makes United Way of [Anytown] so special?

Preheader text

United Way is LOCAL, all over the world

Body

Dear [First name],

If you're deciding whether or not to be United in Purpose, you might be thinking, "Why United Way?"

Allow us to introduce ourselves. United Way brings people together to build strong communities where everyone can get a quality education, a good job, and live a healthy life. But we don't do it alone: United Way unites people, organizations, and communities in purpose. Together, we mobilize resources swiftly and purposefully to address needs and make life better for every person in every community. United Way helps our community be United in Purpose. Through United Way, your neighbors are making meaningful change, whether by charitable giving, volunteering, or speaking out for policies that improve our community. Funds raised by United Way of Santa Cruz County stay in Santa Cruz County, to benefit our community today and strengthen it for tomorrow. Together, we can make a difference in our community, and make life better for those who need help the most right now.

Join us today: **[Add link to your campaign landing page or www.unitedwaysc.org/dontate].**

In Community,

Signature

Reminder Emails

Depending on the length of your campaign, we recommend sending one reminder email per week. Below are three sample emails, which can be customized to your United Way, and your relationship with that workplace.

- **3a. Impact.** We've offered one email with several opportunities to talk about your impact, but you can make this multiple emails, or center it on just one area of your work that fits most closely with the Company's community service/impact goals.
- **3b. Great things we do together.** Use this one to highlight special activities you've done with donors, like Day of Action/Caring/Service, or volunteer projects they've completed.
- **3c. Time is running out!** You can do a few iterations of this: starting 10 days out, or one week or one day, then another email on the last day. Again, do what makes sense for your relationship with this company.

3a. Reminder #1:
United Way's Impact

Subject line: What have we done together in [Anytown]?

Preheader text: A lot!

Body

Dear [First name],

Whether you are new to United Way of Santa Cruz County, or have been involved with us for years, you play an important role as a catalyst for positive change in our community.

Day in and day out, United Way of Santa Cruz County develops and supports programs that meet the most urgent needs in our community, which includes our 211 call center and database and our various youth programs and initiatives. You may be surprised at all the ways we are building a better Santa Cruz County. We're proud of all we've accomplished together for our great community:

- Served over 400 students through our United 4 Youth Initiative
- Provided over 2,000 backpacks to youth experiencing homelessness
- Connected nearly 10,000 people to resources through 211 referrals
- Delivered nearly 2,600 meals to homebound residents through the 211 and DoorDash Food Pantry Delivery Program
- Supported nearly 100 families with accessing rent relief through the Housing is Key Program
- Lead over six different youth leadership projects through the Youth Action Network and Jóvenes Sanos focusing on youth mental health and youth well-being advocacy.

United Way also works diligently to respond to evolving challenges and immediate crises. That was evident during COVID-19, the CZU Fire Complex, and recent atmospheric winter storms and flooding.

Considering all we've done, imagine what we can do United in Purpose.

If you've already given, we thank you and appreciate your partnership. If you haven't made a gift but still want to make a meaningful difference for the people in our Community, join us to be United in Purpose in Santa Cruz County.

You know we can do more United than alone.

In Community,
Signature

3b. Reminder #2:

Great things we do together

From: Your United Way CEO/CPO, Board or Campaign Chair

Audience: All company employees

C2A: Join the campaign and continue to make great things happen

Subject line: Look at the great things United Way of [Anytown] and [company name] have done!

Preheader text: intentionally left blank

Body

Dear **[First name]**,

We want to take a moment to celebrate all the ways United Way of Santa Cruz County and **[company]** have made a real difference in the lives of people in our community. **[This email should be tailored to your company. We suggest]:**

- Highlight the number of years a company has been a sponsor,
- Highlight the impact the company has had during your day of action/day of caring—the # of hours, the value of that volunteer service to the community. How United Way has helped deepen the company culture around service. Add photos from the Campaign or other United Way Volunteer Opportunities like Stuff the Bus and VITA
- Has the company done holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?

With United Way of Santa Cruz County, we can build on **[company's]** legacy of service to strengthen our community. Join us today in being United in Purpose. **[Add link to your campaign landing page or www.unitedwaysc.org/dontate].**

In Community,
Signature

3c. Final reminder:
Time is Running Out

From: Your United Way CEO/CPO, Board or Campaign Chair, or Company Contact

Audience: Company employees who have not made a campaign gift

C2A: Make your gift today

Subject line: Time is running out to become United in Purpose!

Preheader text

[Customize this for the countdown you want to maintain, I.e., one week, few days, today's the last day!]

Body

Dear **[First name]**,

Whether you are interested in disaster relief or the wellbeing of youth and families, United Way of Santa Cruz County gives you an opportunity to make a direct impact on the issues you care about.

Through United Way of Santa Cruz County, you can help advance effective solutions to community challenges making life better for every person across our community.

With United Way of Santa Cruz County, we can build on **[company's]** legacy of service to become United in Purpose. Join us today.

[Add link to your campaign landing page or www.unitedwaysc.org/donate].

In Community,
Signature

4a. General:

Thank you Email #1

From: Your United Way CEO/CPO, Campaign Chair or Company Contact

Audience: ALL company employees

C2A: See your impact

Subject line: Thank you! You've changed lives in [Anytown or xx region]

Preheader text: intentionally left blank

Body

Dear **[First name]**,

Join me in celebrating the incredibly successful **[workplace giving campaign name]** community-building effort! It takes an entire community to change lives. I could not be more appreciative that I work in this one. I'm thrilled to report:

[Company name] employees gave \$ **[dollars pledged]** to United Way of Santa Cruz County **[participation rate%]** of **[Company name]** Employees gave to United Way of United Way of Santa Cruz County **[number of donors]** of **[Company name]** employees gave to United Way of United Way of Santa Cruz County **[Company name]** employees contributed more than **[number of volunteer hours]** volunteer hours during the campaign.

I thank you on behalf of the families, children, neighbors, and friends who will benefit from your generosity.

In Community,

Signature

**4b. United Way Donor:
Thank You**

From: Your United Way CEO/CPO or Board Chair

Audience: Company employees who donated to United Way (not designated to other organizations)

C2A: Live Your Purpose

Body

Dear **[First name]**,

First, I would like to express my deepest and most heartfelt gratitude for your generous gift to United Way. Your support has a far-reaching impact and will help improve the lives of those in need every day.

I can't thank you enough for being United in Purpose with us. As someone who has expressed their commitment and intention, I wanted to reach out and let you know that there are additional ways for you to live your purpose and advance the solutions to our community's challenges.

Volunteer.

Make a difference in your community through volunteer work – providing a ride for someone who is homebound, volunteering with 211 & VITA for tax prep, helping stuff backpacks for Stuff the Bus, or being a volunteer in one of our youth programs. Perhaps you'd like to serve on one of our community's leadership groups or offer your professional skills to our Emerging Leaders Circle. There are many ways to contribute your time and skills through United Way.

Advocate.

Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families in our community. Join United Way's in-person and virtual events to help every person in our region thrive.

Thank you for your commitment to Santa Cruz County. We are looking forward to working with you to make our community stronger together, United in Purpose.

In Community,
Signature

UNITED in PURPOSE Photo Library

