

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

