



Suggestions for Company Thank You & Email Messages

Communication is the key to a successful in-house campaign!

Ongoing communication during the week of your campaign will help to ensure your success! It is important to thank people as they turn in their pledge cards. This document provides wording for a Thank you note. There is also a follow up email, following the announcement of your campaign, to remind employees of the important details of the campaign including your corporate goal.

Another critical element of your in-house campaign is a daily reminder to people to turn in their pledge cards. There are four daily messages included in this document to educate people about the various services offered by the UW and to report your company's progress on the campaign. Finally, there is a wrap up message to announce the end of the campaign and to report your corporate results.

You may send these messages hard copy, post them in employee areas, or send them via email. Daily reporting will help to increase the giving within your company! This can even be accomplished via a public announcement each day.

You are welcome to use the attached wording, or to modify it to suit the needs of your company.

Remember, if you need anything else from us, please let us know. *Good Luck!*

United Way
of Williams County



Thank you letter to contributors

September 20, 2006

Dear _____:

Thank you for your United Way contribution. Your generosity and commitment to our community is what makes this a great place to live and work. Your dollars help to care for all the citizens in our county: kids, families and seniors.

Your caring gift represents an investment in what matters for our community. Again, thank you so much for showing you care!

Sincerely,

Jane Jones
Campaign Coordinator

Joe Smith
CEO



Follow-up Email – Day 1 (after employee meetings)

Subject: Caring Hearts Build Hope

Have you ever been faced with tough choices?

- Have you ever had to choose between paying the rent or paying the heat bill?
- Have you had to choose between replacing your child's threadbare coat or his worn out shoes?
- Have you had to decide between buying food or medicine?

The agencies supported by the United Way help to ensure many people no longer have to make choices like these.

Thank you so much for your time and consideration of a gift to the United Way! Obviously, your decision to give is a personal choice. I hope you can see the value in the services provided by the United Way in your community and you will choose to support it with your time and financial support. Giving is easy with the payroll deduction program.

To recap from our meeting:

1. Our corporate giving goal is % participation and \$dollars. We can achieve this goal if everyone will give just \$1.00 per week.
2. You may designate your gift to go directly to a United Way partner agency or to the United Way of your home county.
3. Gifts made via the payroll deduction will be taken from each paycheck beginning January, 2007.
4. You may choose to make a cash contribution. Just complete your pledge card and remit a check to Name.
5. You may make a pledge now and ask to be billed at a later date
6. We would like to receive your pledge card by Date

Thank you again for your consideration.



Follow-up Email – Day 2

Subject: Health and Well-Being Matters

A large percentage of United Way dollars are used to fund programs to care for people facing illness, or addiction and to enhance the well being of all citizens. Examples of these programs includes:

- ▶ Cancer Assistance Programs
- ▶ Hospice
- ▶ Community Pregnancy Center - Project Respect
- ▶ Drug and Alcohol Programs
- ▶ Women and Family Services
- ▶ Williams County YMCA

The goal of these organizations is to promote healthy lifestyles, education regarding health issues, encourage smart choices, provide immunizations, pre-natal and infant care. For those afflicted with debilitating or terminal illness, United Way agencies provide ongoing therapy, care and counseling for patients and their families.

Perhaps you or a loved one has benefited from some or all of these programs. *Please consider a gift to the United Way.*

Through the end of the day yesterday, # *Company Name* employees had contributed *\$dollars*. That means we have attained *percent%* of our goal for participation and *percent%* of our dollar goal. Thank you for your support.



Follow-up Email – Day 3

Subject: Helping Our Kids Grow Matters

Children are our future. And the United Way is taking care of the children in our communities. They provide programs for children such as Big Brothers / Big Sisters to provide friendship and mentoring to at-risk youth. Tutoring programs help give kids the special help they need to attain their full potential.

Boy Scouts and Girls Scouts promote recreational activities, build strong values, develop character, individual skills and provide community service.

Perhaps you or a loved one has benefited from some or all of these programs. *Please consider a gift to the United Way.*

Through the end of the day yesterday, # *Company Name* employees had contributed *\$dollars*. That means we have attained *percent%* of our goal for participation and *percent%* of our dollar goal. Thank you for your support



Follow-up Email – Day 4

Subject: Caring for People Matters

There are individuals in our community who do not have the basic needs of food, shelter, and clothing. Perhaps illness, tragedy, or unemployment have contributed to their plight. Whatever the cause, the United Way is working to meet their needs, and provide them with dignity, and a sense of worth.

The American Red Cross provides victims of local disasters the basic necessities. Habitat for Humanity is building homes for families who could not otherwise afford them. Homeless shelters and food pantries meet people's needs when life throws them a curve ball. United Way agencies also work to provide utility payments, prescriptions or rental assistance to local residents in times of financial struggle. Perhaps you or a loved one has benefited from some or all of these programs. *Please consider a gift to the United Way.*

Through the end of the day yesterday, # *Company Name* employees had contributed *\$dollars*. That means we have attained *percent%* of our goal for participation and *percent%* of our dollar goal. Thank you for your support



Follow-up Email – Day 5

Subject: Empowering Families Matters

Strong families build strong communities. Family should provide each of us with a sense of belonging, a refuge, a connection to our history. Strong families build good citizens. They instill morals, values, work ethic, compassion, and they are our first experience with love.

The United Way is working to provide support services to today's families. Counseling services work to empower residents in life issues, relationships, coping skills and mental illness. They enhance mental, physical and spiritual welfare for those needing help and hope.

The United Way offers care for victims and perpetrators of domestic violence and abuse. They have services to educate, train and prevent teen pregnancy, child abuse and drug and alcohol problems. United Way agencies also provide recreational services for families.

Perhaps you or a loved one has benefited from some or all of these programs. *Please consider a gift to the United Way.*

Through the end of the day yesterday, # *Company Name* employees had contributed *\$dollars*. That means we have attained *percent%* of our goal for participation and *percent%* of our dollar goal. Thank you for your support

End of Campaign Announcement

October 10, 2006

Dear Employees:

We have completed the 2006 United Way Campaign for *Company Name*. Thanks to your very generous support, *\$dollars* were raised. We have attained *percent%* of our goal for participation and *percent%* of our dollar goal. Thank you for your support!

Company Name has also made a contribution to the United Way of *\$dollars*. This makes the total United Way contribution on behalf of *Company Name \$dollars*. You should all be proud to work live in a community that reaches out to help others, and I am proud of your contribution to that cause.

Thank you again for being part of this very important effort!

Sincerely,

Jane Jones
Campaign Coordinator

Joe Smith
CEO