**2021 CAMPAIGN**

MUW CAMPAIGN EMAIL TEMPLATES

The below letter and emails are meant to generate awareness and excitement about this year’s Metro United Way. Feel free to use as is, or to customize and tailor this content to fit the needs of you and your team! And THANK YOU for supporting

**KICK-OFF EMAIL**

**SUGGESTED TIMING:**Day of Campaign Launch

**SUGGESTED SENDER:**Leadership (E.g., CEO, Executive Sponsor, CSR Lead, or Internal Campaign Lead)

**SUBJECT:**It’s Time to LIVE UNITED

Dear <<Company>> Team:

I am thrilled to announce the launch of our 2021 Metro United Way campaign! We all know that the past year-and-a-half has served to both expose and amplify some of our community’s most pressing challenges. <<Company>> shares Metro United Way’s commitment to ensuring that each and every member of our community is given the opportunity to realize their fullest potential, and we also recognize that we all need to step up in this moment if we are going to fulfill that promise.

**That’s why I’m excited to invite you to join your colleagues in investing in our community by giving to Metro United Way.**

Below are just some ways examples of how Metro United Way made a positive difference in our community last year through this team’s support:

* Children in MUW-supported early childcare centers were **TWICE as likely** to be ready for kindergarten.
* **Nearly 75 K of our neighbors** were connected to services through MUW’s 2-1-1 assistance referral system
* **More than 5 K families** avoided foreclosure, eviction and homelessness through rent and mortgage assistance.
* MUW secured several policy wins, including **a $2 per child per day** increase in Child Care Assistance Program (CCAP) reimbursement to help childcare providers remain viable while supporting families

As wonderful as last year’s wins were, we know that our work is not done—not even close. There are still families in our community that are struggling, and our support is still needed, now more than ever.  I want to challenge this team to keep last year’s momentum going, and to dig even deeper this year. <<Note pledge method and campaign logistics here.>>

Thank you for playing an important part in making our community a better place to live and work, and for showing that you know what it means to LIVE UNITED!

Sincerely,

<<Sender Name>>

**MID-CAMPAIGN EMAIL**

**TIMING:**Send Mid-Campaign

**SUGGESTED SENDER:**Leadership (E.g., CEO, Executive Sponsor, CSR Lead, or Internal Campaign Lead)

**SUBJECT:**United: Now More Than Ever

Dear <<Company>> Team:

I’m reaching out to share my gratitude with each and every person who has participated in our Metro United Way campaign so far. Showing up for each other and our community is part of the culture at <<company>>, and I am proud to see those values in action!

Below is a quick snapshot of just some of the ways that your giving can make a difference in our community:

* **$1 a week** could supply shelter and food to **one person**in our community for a day.
* **$5 a week** could provide **five parents**with diapers, wipes, and soy milk for an infant.
* **$10 a week** could send **20 children**to quality youth programming for one week to learn, play and eat a warm meal.
* **$25 a week** could supply six months of budgeting classes and financial coaching to **28 student parents**.

If you haven’t donated already, note that our campaign is scheduled to close on <<Campaign Close Date>>; consider making your gift today!

Thank you all for supporting our community and choosing to LIVE UNITED! <<Include relevant giving logistics/campaign details here as appropriate.>>

With gratitude,

<<Sender Name>>

**LAST DAY REMINDER**

**TIMING:**Last Day

**SUGGESTED SENDER:**Leadership (E.g., CEO, Executive Sponsor, CSR Lead, or Internal Campaign Lead)

**SUBJECT:**Reminder: It’s Time to Live United!

Team:

A quick reminder that our Metro United Way campaign ends today! If you’re still hoping to donate, please take a moment to do so now!

With gratitude,

<<Sender Name>>

**RECAP EMAIL**

**TIMING:**After Results Received

**SUGGESTED SENDER:**Leadership (E.g., CEO, Executive Sponsor, CSR Lead, or Internal Campaign Lead)

**SUBJECT:**Thank You for Living United!

<<Company>> Team:

Thank you for taking part in this year’s Metro United Way Campaign. I am pleased to announce that because of your support, we raised a total of <$$$>!

I am grateful that so many of you have joined me in responding to Metro United Way’s call to LIVE UNITED. Together, our team is doing its part to change the odds for individuals and families in need in our community. Remind team of giving incentive if applicable.

Thank you all for your generosity, and congratulations on another wonderful campaign!

Sincerely,

<<Sender Name>>