

Pre-Campaign (sent by Company - not United Way)

Subject: United Way Campaign



Welcome to <Company's Name> 2021 United Way campaign. Each year you have the opportunity to engage in a meaningful way and create positive change in our community! This year, we are supporting the United Way #UnitedforEquity Campaign to raise the funds needed to help our neighbors and learn about the multitude of ways to support our community.

For 100 years, United Way of Washtenaw County has been connecting people, resources and organizations together to create a thriving community for everyone. They bring solutions to our County's most pressing social challenges, which they do with the support of community members like you. Together we can make a difference fighting Poverty, Racism, and Trauma, forces that hold opportunity at bay for people in our County. View the Vision 2030 video to hear how we all can go on a journey to 2030 to see what the future can look like. [Link to Video: https://www.youtube.com/watch?v=H73jKD8_d4o&t=9s](https://www.youtube.com/watch?v=H73jKD8_d4o&t=9s)

(insert any additional corporate info that you would like to encourage your team to participate in, incentives, campaign start and end dates, etc.)

Thank you for standing with me in support of our community.

Executive Signature

1st Email Solicitation to all employees (sent by United Way)

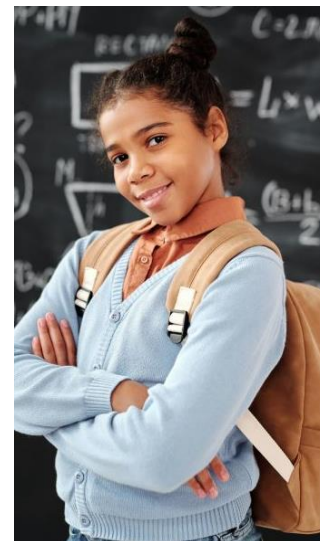
Subject: 2021 United Way Campaign Welcome!



Today begins <Company's Name> 2021 United Way of Washtenaw County #UnitedforEquity campaign. Last year, generous people like you powered local solutions to our community's most pressing challenges. Your contributions were at work funding early childhood education, school-aged youth services, housing & homelessness supports, health and nutrition programs, resources for older adults, and financial stability initiatives. That's impact! Even better, each dollar invested in our Community Impact Fund is leveraged by our grant partners to amplify the impact of your United Way donation. Last year alone, our grant partners leveraged **\$4.5 million** to power nonprofit programs for our neighbors in need. That's **YOUR** impact. [Read more here of the detailed Community Investments.](#)

Read this story on how your dollars make a difference for one funny, outgoing, creative, and compassionate 5th grade student.

"She comes to the Bryant Community Center's Fall Teen Block with her older brother and is always toting her four-year-old sister to make sure she is safe and supervised. Like so many students, particularly in the state of Michigan, the student faces challenges to access and equity associated with her education. Her literacy and math comprehension in particular were not at grade level when she first started attending **Community Action Network's After School Program** in 2018. Remote school days brought on by the pandemic have also posed new challenges. She was being tutored four days per week when she attended the program. Her time management, understanding of how to navigate tech and her literacy and math skills have expanded. The student and tutor are very close. The tutor lets the student sleep on her shoulder, and the student told her fifth-grade teacher, 'I have the best tutor!' Her life as well as her family's life is impacted because of the generosity of our community to give to programs like these."



We have a great opportunity to fight Poverty, Racism, and Trauma in our community-- three forces that keep people in Washtenaw County from reaching their full potential. Let's do this together TODAY!

Make your pledge to the Community Impact Fund now.

Ways to Support #UnitedforEquity:

Give: Pledge today and help us to lift up people and groups most impacted by Poverty, Racism, and Trauma in our community. Pledge Now.

Advocate: An advocate sounds like a very official word, but all it means is a supporter, an ally, or someone who stands up for another. Use your voice and raise awareness about causes that impact our community. [Sign up for Advocacy Alerts](#)

Volunteer: Visit [Volunteer Washtenaw](#) to check out a host of virtual and in-person volunteer opportunities available with local nonprofits. [Check them out by clicking here.](#)

Equity: [Take the full 21-Day Equity Challenge](#). This is a self-guided, private, learning journey where you explore topics like structural racism, segregation, and privilege to better understand how you can become an equity champion in your personal and professional life.

We understand this year may be challenging for many people, including those who are used to giving and may find they are now on the receiving end of our services. If you are struggling or know someone who is – please refer them to 2-1-1 to get help.

Leadership Givers Solicitation (sent by United Way)

Subject: Your Gift Matters: United Way Leaders



Thank you for considering to be a Leadership Giver. Your colleagues are making their commitments to fight Poverty, Racism, and Trauma, three forces that hold back opportunity for individuals and families in our County.

If you have already given, THANK YOU! Because you chose to make a Leadership gift that sets an example for others, you're helping to create a more equitable community where opportunity is not limited and every member reaches their full potential.

If you haven't yet made your gift, please consider donating \$1,000 or more annually. Your investment funds solutions to our community's most pressing social challenges. If a gift of \$1,000 at this time does not seem feasible, we invite you to take part in our Step-Up program:

Year One: \$500

Year Two: \$750

Year Three: \$1,000

A Leadership gift to the Community Impact Fund greatly enhances United Way's ability to make a significant impact. Here are a few examples of what Community Fund grants has accomplished:

- Ensuring women financially impacted by the COVID-19 pandemic have access to trusted, confidential financial coaching at **The Women's Center of Southeast Michigan**.
- Enabling the launch of BookPALS from the **Children's Literacy Network**. Built on the well-known concept of "pen pals," the program pairs second graders with peers from nearby communities. Over the year, the pals' friendships and home libraries grow, along with their love of reading
- With **Our House**, connecting youth who were formerly in foster care with community volunteers willing to provide a non-permanent housing solution by opening their homes, playing a critical role in preventing homelessness by mobilizing community resources and caring adults.
- Supporting the launch of the **Ypsilanti Community Schools Resiliency Center**, where families can obtain essentials (clothing, school supplies, personal hygiene products, emergency food) and connect with local nonprofit service providers.

If you have any questions about United Way, the benefits of becoming a Leadership Giver or making your gift, please contact me. Thank you for your commitment to the community!

Sincerely, [Leadership Giving Chair or Executive Leader]

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Reminder Email (sent by United Way)

Subject: 2021 United Way Campaign Reminder!



Dear <Employee>,

<Company Name> is committed to giving back to our community. We do this in many ways and today I'm asking you to help by making a pledge to United Way of Washtenaw County's #UnitedforEquity campaign, specifically to the Community Impact Fund where there is the greatest opportunity to affect positive change.

Why?

When you invest in United Way's Community Impact Fund, **you help break the cycle of poverty.**

Here are some examples of the change you're investing in . . .

Helping a child read on grade level by the end of third grade, which increases the odds **so she will graduate high school.**

Helping a 16-year-old complete his GED or a 22-year-old hold a steady job, **which equips him with tools for success and shift his life trajectory.**

Helping a family increase their financial stability, which changes **their children's future and strengthens our community for the long term.**



Give TODAY and make a gift to this year's campaign. Together, we can make a difference and showcase <Company Name> commitment to giving back to the communities in which we live and work.

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