

# SAMPLE COMMUNICATIONS

*Sharing United Way's message just got easier.*

These emails can be used as is or adjusted to fit your needs. Please email [cyeager@uwkv.org](mailto:cyeager@uwkv.org) for an electronic, editable version of this page.

## Kickoff Communication from CEO

**Subject:** Help us Power the Dream for a stronger community

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in the towns we serve. Taking part in United Way's annual fundraising campaign is one of the major ways that we can Power the Dream for a healthier community.

When you make a donation through United Way, you make an investment in 48 programs right here in the Kennebec Valley. These are important programs that we all can relate to, from Hospice to Meals on Wheels to the YMCA's low-income child care services. It's clear that our community thrives when a child does well in school, families are in good health, and workers have solid jobs.

Please hold [DATE] for our campaign kick-off. We look forward to seeing you there.

Sincerely,  
[CEO Name]

## Kickoff Communication from ECM

**Subject:** Together, we can Power the Dream!

I am thrilled to be leading this year's United Way campaign! We will kick off on [DATE/TIME] and will wrap up by [DATE]. Investing in our community is an important responsibility that we all share. This season, [COMPANY] hopes to raise even more money than last year, when we collectively contributed [\$].

Personally, I have a simple dream for our communities: it's one person helping another in times of need. I choose to give to United Way because I know that my dollars will be stretched to make the biggest possible impact on the most number of people.

Please join us on [DATE/TIME] to show our community how we work together to Power the Dream! By harnessing the power of everyone working together, we can create positive change for the people who need it most.

Sincerely,  
[ECM Name]

## Additional Communication from ECM

**Subject:** How far does your dollar go?

Wondering how your donation to United Way makes a difference? You might be surprised by how far gifts like \$1 a week can go—collectively, we can Power the Dream for a stronger community!

United Way makes the most of every dollar you donate by investing in proven programs and initiatives right here in the Kennebec Valley. Here's what your dollars can do:

- \$1 per week supports a teen in an after-school program
- \$5 per week provides job placement for one person
- \$6 per week brings regular meals to an elderly person at home
- \$8 per week offers respite from the cold for 9 people at the community warming center
- \$10 per week provides 2,280 meals for hungry families

I choose to give to United Way because I know that every dollar I give is making the biggest possible impact on our entire community. I hope you will consider joining me at the level that's right for you.

Thank you,  
[ECM Name]