

# 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 [mboyer@uwkv.org](mailto:mboyer@uwkv.org) for an electronic, editable version of this page.

## Message of Support from CEO

**Subject:** We care about our community!

Did you know that United Way is the leader in funding human service programs in our community? Did you know that volunteers distribute the money raised by United Way? And that local partner programs must meet strict criteria for funding?

Last year, employees at [COMPANY] raised [\$] to strengthen our region through United Way. The gifts made here at [COMPANY] helped over 22,000, including feeding the hungry, teaching children with developmental disabilities, sheltering battered women, and providing meals to the elderly.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way, and [COMPANY] offers you the ease of payroll deduction to donate.

Please take time to learn more about how United Way is making our community a better place to live, and consider joining me and many other employees who pledge a gift.

Sincerely,  
[CEO Name]

## Kickoff Communication from ECM

**Subject:** We need your help to Power the Dream!

Please mark your calendars for [DATE]—our official United Way of Kennebec Valley Campaign Kickoff! I have the privilege of serving as [COMPANY]'s Employee Campaign Manager this year.

This campaign is a chance to improve the lives of everyone who calls our community “home.” During the next few weeks, you will learn how United Way leads the fight for the health, education and financial stability of everyone in our region. Did you know that a \$1 per week donation provides 208 meals for our local food bank? Any gift you make plays a major role in supporting 1 in 4 local people in need. **Every dollar counts!**

This season, we hope to raise even more money than last year, when our company collectively contributed [\$]. Please join me at our Campaign Kickoff to show our community how [COMPANY] works together to Power the Dream!

Sincerely,  
[ECM Name]

## Campaign Reminder from ECM

**Subject:** Every dollar counts!

When it comes to supporting people through United Way-funded programs, **every dollar counts!** Did you know that a gift of just \$1 per week can buy 1,400 pounds of produce, dairy and juice at the Winthrop Hot Meal Kitchen? Or that \$2 per week trains one Hospice volunteer? United Way makes the most of every dollar you donate by investing in proven programs right here in the Kennebec Valley. Here's what your dollars can do:

- \$1/wk provides 2 youth scholarships to the YMCA
- \$2/wk prepares 75 meals for homebound elders
- \$3/wk provides one-month supply of diapers
- \$5/wk provides 100 gallons of heating oil to keep a family warm

I choose to support United Way because I know that every dollar I give is making the biggest possible impact on local folks. I hope you will consider joining me at the level that's right for you. Don't forget to make your gift by [DATE].

Thank you,  
[ECM Name]