

WORKPLACE CAMPAIGN TOOLKIT

As you kick off your Annual Giving Campaign with United Way of Greater Philadelphia and Southern New Jersey, it's important to leverage the tools that will help you create an engaging and successful campaign.

Please feel free to customize the toolkit to your own needs to help promote and build awareness for your United Way campaign!

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EMAIL TEMPLATES

Email is a powerful and personal way to easily connect with your employees. We've made it simple to create and send emails that will inspire and inform your team. Use the timeline below as a guide to help you run a seamless campaign.



Pre-Campaign Email

Subject Line: Will you join me next week?

Dear [FIRST NAME],

Will you join me next week to fight poverty and expand opportunity throughout our region? [COMPANY NAME] will kick off our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey on [DATE].

Now more than ever, your support invests in mission-critical ideas, people, and organizations working to end poverty and expand opportunities.

No one should have to choose between paying rent or putting food on the table. Together, we can build new ideas and create opportunity to stop the cycle of poverty.

Mark your calendar for Kickoff Day and keep an eye out for special upcoming events and activities in the coming weeks.

Take care,

[CORPORATE LEADER]

Campaign Kickoff Email

Subject Line: UNITED, we can make an Impact

Dear [FIRST NAME],

We have all felt the stress and effects of the pandemic in some capacity – whether it’s balancing family, school, and work or navigating parenthood during a global pandemic. And while many of us have been able to return to a sense of normalcy, thousands of our neighbors have fallen deeper into the cycle of poverty.

Now more than ever, your support helps invest in mission-critical ideas, people, and organizations working to end poverty and expand opportunities.

All so more children can read at grade level, more people can grow their financial assets, and more families can buy their first homes.

[COMPANY NAME] is joining United Way of Greater Philadelphia and Southern New Jersey’s fight to end poverty and expand opportunity because poverty isn’t something we can simply ignore.

United, we can make an Impact.

Our United Way campaign will run from [Insert Date] to [Insert Date]. This year, our goal is to raise [INSERT DOLLAR AMOUNT] and [INSERT ADDITIONAL GOALS IF DESIRED].

Make a pledge to this year’s campaign to address our community’s most pressing needs:
[UNIQUE LINK]

Thank you for your commitment to making our community a better place for all of us to live and work!

Take care,

[CORPORATE LEADER]

Subject: United Way Campaign Begins Today

Dear [FIRST NAME],

Today, we are proud to kick off our Annual United Way Giving Campaign! Like United Way of Greater Philadelphia and Southern New Jersey, [COMPANY NAME] believes in the power of being united for impact.

When you give to United Way, you invest in a better tomorrow. United Way of Greater Philadelphia and Southern New Jersey uses resources and networks to bring the best people, ideas and projects together to create opportunity for all of our neighbors.

Last year, [COMPANY NAME] employees gave [\$ AMOUNT] dollars, which impacted the lives of individuals and families across a nine-county footprint. Highlights include:

- **Over 4,800 children**, ages 5 and under, gained early development reading and writing skills through school readiness literacy programs

More than 10,000 youth in grades 4-9 participated in out-of-school programs and/or received individualized support

- **30,705 individuals** received VITA tax services in our region
- **Over 8,200 individuals** received financial counseling to reach their financial goals
- **7,563 people received emergency rent, mortgage or utility assistance** to weather the pandemic and provide a stronger future for their families

Make a pledge to this year's campaign today. Thanks for joining [COMPANY NAME] to support United Way of Greater Philadelphia and Southern New Jersey.

With gratitude,

[CORPORATE LEADER]

Campaign Reminder Email

Subject Line: UNITED for Impact

Dear [FIRST NAME],

By joining United Way of Greater Philadelphia and Southern New Jersey's mission of ending poverty and expanding opportunities, you are helping create lasting change that positively impacts our community. United Way and [COMPANY NAME] know we all have a role to play in creating opportunities for a stronger, more equitable region for all.

Join the campaign and stand United for Impact! To pledge now, [click here](#). This link is unique to you, so please do not forward it to others.

Best Regards,

[CORPORATE LEADER]

Subject Line: What can your gift do to fight poverty?

Dear [FIRST NAME],

When you give to United Way of Greater Philadelphia and Southern New Jersey, you are fueling the collective poverty-fighting *power* of your local community. *Power* that forges evidence-based solutions. *Power* that ensures everyone has the resources, opportunities, and support they need to thrive.

Joining the fight against poverty means strengthening our community in the long term.

Did You Know:

- **A gift of \$50** can help connect young adults to GED attainment programs so they have the tools to succeed.
- **A gift of \$130** can help cover the cost of 8 people making a call to 2-1-1 to receive support and referrals to services like healthcare, disaster relief, housing, and mental health counseling.
- **A gift of \$500** can buy home libraries for 20 children so they can access books and develop early literacy skills.
- **A gift of \$1,500** can help a student match their college savings to pursue a higher education degree.
- **A gift of \$2,500** can help connect 2 returning citizens with job training and support to start a new career path.

Let's build a brighter future as a force UNITED: [UNIQUE LINK].

Thank you in advance for your support and for proving we are truly UNITED FOR IMPACT!

Sincerely,

[CORPORATE LEADER]

Mid-Point Email

Subject: Here's Why I Give to United Way

Dear [FIRST NAME],

We are halfway through our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey. I'm happy to report that many of you have already pledged your support.

Remember, we are striving to have [X % participation rate] and pledge [\$]. We are so close to hitting our goals.

Here's why I choose to support United Way:

[SUPPORT MESSAGE HERE: I GIVE BECAUSE/ I GIVE SO THAT]

The deadline to give is [DATE]. Will you join me and make your gift today?

With gratitude,

[CORPORATE LEADER]

Subject: Meet Thailen, Graduate of United Way's Financial IDA Program

Dear [FIRST NAME],

We are halfway through our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey. I'm happy to report that many of you have already pledged your support.

Your gift helps support programs and people like Thailen, graduate of [United Way's Homeownership IDA Program](#). Thailen always dreamed of buying her own home and making sure her son had a place to call home. In her own word, hear about Thailen's experience:

"Now that the day is finally here it does not seem real. I feel like I owed this accomplishment to myself but more so to my son. The Homeownership IDA program and United Way has helped me tremendously with achieving my financial goal and I am extremely grateful. The money that United Way has provided me, made my settlement day go by super smooth."

The deadline to give is [DATE]. Will you join me and make your gift today?

With gratitude,

[CORPORATE LEADER]

End of Campaign Email

Subject Line: You can still make an impact

Dear [FIRST NAME],

Today is the final day of your United Way Campaign. So far, we have raised \$X and are X% of the way to our goal of \$X. There is still time for you to make a difference! Join your X# colleagues who have already committed to this year's campaign.

By supporting United Way's mission to end poverty and expand opportunity for all, you are helping create lasting change that positively impacts our community. United Way and <Company Name> know we all have a role to play in advancing the common good. Together, we stand UNITED FOR IMPACT.

Help us build a brighter future as a force UNITED: [Unique Link].

Sincerely,

[CORPORATE LEADER]

Subject Line: Today's the last day to make an impact!

Dear [FIRST NAME],

Today is the final day of our United Way Campaign. You have not yet pledged, but there is still a brief window of time to join the effort this year. Join us and many of your colleagues who have already donated to this year's campaign.

By joining United Way's mission of improving lives, you are helping to create lasting change that positively impacts our community. United Way and [COMPANY NAME] know we all have a role to play in advancing the common good by creating opportunities for a better life for all.



We hope you will join the campaign and stand UNITED FOR IMPACT! To pledge now, [click here](#). This link is unique to you, so please do not forward it to others.

Best Regards,

[CORPORATE LEADER]

Subject Line: Thank You for fighting poverty with us

Dear [FIRST NAME],

Because of you, we were able to raise [Insert Dollar Amount] to help ensure children, individuals, and families across our region have the resources they need to succeed.

Additionally, [insert other key results such as percent goal completion, participation rate, number of leadership donors, etc.].

On behalf of myself and the Campaign Committee here at [COMPANY NAME], thank you for your support and dedication to United Way's mission to end poverty and expand opportunity for all. We are so proud of our achievements and look forward to another great campaign next year!

Warm regards,

[CORPORATE LEADER]

INTRANET BULLETIN

Intranet Bulletin Sample

[COMPANY NAME] will kick off our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey on [DATE].

Now more than ever, your support invests in mission-critical ideas, people, and organizations working to end poverty and expand opportunities. No one should have to choose between paying rent or putting food on the table. Together, we can build new ideas and create opportunity to stop the cycle of poverty.

Mark your calendar for Kickoff Day and keep an eye out for special upcoming events and activities in the coming weeks.

SOCIAL MEDIA TEMPLATES

Social Media Sample Posts

We encourage you to share your commitment to the mission and involvement through use of social media channels. Join us in spreading the word through fun and engaging social media posts. Here's how you can get involved:

Step 1: Follow

Social media is an important aspect of being stewards of and advocates. Click the links below to follow us on whichever social platform(s) you use.

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

Step 2: Create

Take engagement to the next level by creating your own posts! Some sample messaging is below!

[Company Name] is proud to join the fight against poverty with this year's #UnitedWay campaign! Funds raised fuel lifesaving, transformative missions across our region. Will you join us? [CTA link]

We are joining our partner @PhillySJUnited to raise [Campaign goal] for this year's #UnitedWay campaign. Why? Because by working together, we can build a stronger, more equitable future. When our neighbors thrive, we all thrive. #UnitedforImpact

When you give to United Way, you are addressing the community's most pressing needs. That's why we're excited to announce our kickoff to this year's campaign to raise [Campaign Goal]! Join the fight against poverty today [Add your unique Campaign Link]

Did you know that a gift of \$50 can help connect a young adult to GED attainment programs to given them the tools to succeed? Your gift expands opportunities and makes an impact. Join the fight against poverty today [Add your unique Campaign Link]

In our region alone, more than 705,000 adults and children struggle to survive a life of poverty every day. It doesn't have to be this way. Together, we can build a stronger, more equitable future for all. Your gift has impact. Join us!

Videos

A gift to United Way supports a range of poverty-fighting initiatives including The Promise, SVP Philadelphia and 211. Check out our library of videos below.



United Way
of Greater Philadelphia
and Southern New Jersey



United Way

[Stand United: Celebrating 100 Years](#)

[Stronger Together](#)

[Built by Philly: A Platform for BIPOC Entrepreneurs](#)

The Promise

[Meet The Promise Family Stability Partners](#)

[The Promise: United Strides](#)

SVP Philadelphia

[Reimagine giving with SVP Philadelphia](#)

For more information, stories of impact and more, visit:

UnitedForImpact.org