

WORKPLACE CAMPAIGN TOOLKIT

Dear Campaign Chairs,

Thank you for participating in a Workplace Giving Campaign in support of United Way of Greater Philadelphia and Southern New Jersey and its mission to end poverty and expand opportunity for all people and families throughout the region. Here are a few emails you can use to **announce your campaign, encourage participation, and thank your colleagues for participating.**

In **red text**, there are places for you to fill in the blanks as best related to you. You can also access email graphics, photos, and email header templates on our website. Before using the email header templates, feel free to insert your company's logo in the top right-hand corner.

Thank you, and, as always, happy workplace!

Yours in Service,

Fran Gress and John Hess

Email Messaging Templates

[Campaign Save the Date Email](#)

[Campaign Kick-off Email 1](#)

[Campaign Kick-off Email 2](#)

[Campaign Reminder Email 1](#)

[Campaign Reminder Email 2](#)

[Campaign Mid-Point Email 1](#)

[Campaign Mid-Point Email 2](#)

[Campaign Final Day Email](#)

[Campaign Recap Email](#)

Intranet Bulletin

[Intranet Bulletin Sample](#)

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.

CAMPAIGN SAVE THE DATE

Subject Line: Our Season of Giving Starts Soon!

Dear **[FIRST NAME]**,

Join me next week as **[YOUR COMPANY]** works to fight poverty and expand opportunity with our friends at United Way of Greater Philadelphia and Southern New Jersey.

[United Way](#) leads solutions with one common goal – to help families rise out of poverty. Your support fuels initiatives like:

- **The Digital Navigator Network**, providing low-income families with one-to-one dedicated support to access and use technology in Philadelphia, Montgomery, Delaware, Allegheny, and Westmoreland counties.
- **The 211 Helpline**, connecting people to emergency assistance and everyday essentials. From housing, utility support, and job-readiness programs to senior care options, violence prevention, and internet connectivity, 211 helps people navigate the offerings of more than 10,000 services.
- **Matched Savings Programs**, supporting low-income families by providing emergency savings, homeownership, education, and small business growth to help build wealth and economic stability.

Join me and your coworkers in our giving campaign to support United Way's critical initiatives and help break the cycle of poverty.

Mark your calendars for **Kick-Off Day on [DATE]** and keep an eye out for special upcoming events and activities in the weeks ahead.

Please reach out to me if you have any questions.

Let's make a difference together,
[NAME]



CAMPAIGN KICK-OFF EMAIL 1

Subject Line: Let's Get Started. The United Way Giving Campaign Begins Now!

Dear **[FIRST NAME]**,

Today marks the Kick-Off of our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey.

[YOUR COMPANY] is proud to support [United Way's](#) mission to end poverty and expand opportunity for all in our region.

When you give to United Way, you invest in a better tomorrow—bringing together the best people, ideas, and solutions to create communities where everyone can thrive.

Last year, you helped **[COMPANY NAME]** raise **[\$AMOUNT]** dollars, which impacted the lives of low-income individuals and families across nine counties.

Your contributions helped:

- **Over 135,000** children and families receive positive touchpoints, including school readiness and early-grade literacy programming.
- **Over 88,000** young adults graduate from high school, earn a GED, or land a job.
- Facilitate over **3.4 million** connections for individuals to receive basic needs like food, utility assistance, and benefits.

Make a pledge to this year's campaign today!

Thank you for joining me and your coworkers at **[COMPANY NAME]** to stand #PhillySJUnited.

Please reach out to me if you have any questions.

With excitement,
[NAME]

P.S. See your gift in action! [Click here](#) to read United Way's 2023 Impact Report.



CAMPAIGN KICK-OFF EMAIL 2

Subject Line: Join the Movement. Join our United Way Giving Campaign Launch!

Today marks the Kick-Off of our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey.

[COMPANY NAME] is proud to support [United Way's](#) mission to end poverty and expand opportunity in our region.

With this campaign, you and your colleagues are joining more than 250 other companies, organizations, and institutions throughout the region that are investing in United Way's mission-critical initiatives.

Our campaign will run from **[DATE]** to **[DATE]**. This year, we aim to raise **[DOLLAR AMOUNT]** and **[INSERT GOALS IF DESIRED]**.

Your support is what fuels United Way's vision to drive meaningful and measurable change to address our community's most critical needs—needs like digital equity, safety, employment access, and more.

We are excited and energized by what we can accomplish together. And we are calling on you to pledge your support and join us in building a more prosperous community for all.

Make a pledge today: **[UNIQUE LINK]**

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

Please reach out to me if you have any questions.

As ever,
[NAME]

P.S. Visit [United Way's website](#) to learn more about their work and their mission.

CAMPAIGN REMINDER EMAIL 1

Subject Line: Real People. Real Help.

When you give to United Way of Greater Philadelphia and Southern New Jersey, you fuel initiatives that ensure everyone has the resources, opportunities, and support they need to thrive.

Initiatives like the [Lubert IDA Savings program](#), a matched savings program that helps individuals and families purchase homes, start businesses, and finance their education.

For individuals like **Akirah**, the program made it possible for her to fulfill her dream of providing a stable, steady home for her children.

Having moved more than 20 times before the age of 25, she was determined to provide her children with a sense of security. "I didn't want my children falling under the same fate as [me]," she said.

After hearing about United Way's Lubert IDA program, Akirah saved the \$2,000 required for the program over two years, with a 2:1 match, for a total of \$6,000. She also took advantage of the Philadelphia Housing Authority's Philly Seed grant and the City's First Front Door program.

Programs like this are essential to helping families establish a solid financial base—giving them the breathing room they need to weather financial storms and the opportunity to grow their savings.

You can help spread the impact! Join the giving campaign and support programs that directly impact the lives of families in our region. Stand #PhillySJUnited. **[UNIQUE LINK]**

With gratitude,
[NAME]

P.S. To learn more about Akirah's journey and the Matched Savings Program, [click here](#).



CAMPAIGN REMINDER EMAIL 2

Subject Line: Your Dollars Make an Impact. Here's How.

We are halfway through our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey. Many of you have already pledged your support, and we are so close to reaching our goals of **[X%]** participation and **[\$X]** dollars raised!

There is still time to make an impact! Join your **[X#]** colleagues who have already committed to this year's campaign. **[UNIQUE LINK]**

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.

We all have a role to play in advancing the common good. Stand #PhillySJUnited with your colleagues and make a gift to United Way. **[UNIQUE LINK]**

Here's to a great campaign!
[NAME]

P.S. Want to hear some stories of impact? Visit [United Way's blog](#) to read all about how their efforts are impacting the lives of individuals and families across the region.



CAMPAIGN MIDPOINT EMAIL 1

Subject Line: 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. Many of you have already pledged your support, and we are so close to reaching our goals of **[X%]** participation and **[X%]** dollars raised!

Here's why I choose to support [United Way](#):

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

***This message should be personal. What is it about United Way's mission that you identify with? Is there a specific initiative that you like? Why?*

The deadline to give is **[DATE]**. Join me and make your gift today! **[UNIQUE LINK]**

With gratitude,
[NAME]

CAMPAIGN MIDPOINT EMAIL 2

Subject Line: Be Part of the Solution. Support Our United Way Campaign.

Dear **[FIRST NAME]**,

We are halfway through our Annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey. So far, we have reached **[X%]** participation and have raised **[\$X]** dollars!

Your colleagues at **[COMPANY NAME]** are joining United Way's fight to end poverty and expand opportunity, so make sure to pledge today!

Your gift helps support innovative and bold solutions like [The Promise](#).

The Promise, powered by United Way, is a first-of-its-kind public-private partnership with the City of Philadelphia and corporate partners—focusing on removing barriers to secure, stabilize, and grow income.

The Promise is working to address inequity in Philadelphia by providing free record-clearing assistance through their [Jobs & Opportunities Challenge](#). For people like Jay, a better life starts with a clean record.

Jay, married for 15 years and a homeowner, now sees boundless opportunities ahead for himself and his family. From a troubled childhood navigating the court system at 11 to a 49-year-old man with a clean slate, Jay refuses to let his history define him any longer.

Jay's life took a hopeful turn when he saw an online ad for a record-clearing clinic run by The Promise and hosted by our partners at The Elevation Project.

Shortly before his birthday, he received an early gift: confirmation of an expungement.

"It's the gift that continues to give for the rest of my life," he said, "As a child, I made regrettable choices. Poverty will do that to you. The expungement opened job opportunities, allowing me to make up for lost time and have a future for my family and myself."

In Philadelphia, there are over 400,000 people like Jay. People who grew up poor and, for one reason or another, got into trouble with the law. That past stands between them and what they need—a job, a degree, professional training, a loan, a place to live—a better life.

Make a pledge today to support United Way and help support a more equitable, harmonious, and resilient Philadelphia. **[UNIQUE LINK]**

With appreciation,
[NAME]

P.S. To learn more about The Promise and their record-clearing initiative, [click here](#).



CAMPAIGN FINAL DAY EMAIL

Subject Line: Help Us Reach Our Goal! Donate to United Way Today.

Dear **[FIRST NAME]**,

Today is the final day of our Annual Giving Campaign to support United Way of Greater Philadelphia and Southern New Jersey. So far, we have raised **[\$X]** and are **[X%]** of the way to our goal of **[\$X]**.

Your support means United Way can put more resources into addressing our region's most pressing issues.

"Our young family was reeling from a random act of senseless violence. We were lucky to find 211's Violence Prevention Helpline." These are the words of a 211 caller whose husband was inadvertently shot while securing their baby in the car.

Through the 211 Helpline, they were connected to rent and utility assistance, diapers, and grief support services - helping them find solace, recover, and rebuild their lives.

For this young family and many others, the 211 Violence Prevention Helpline is a crucial resource in times of crisis.

Make a gift today and help connect families and communities to the resources they need to recover from violence and the tools they need to prevent it from happening in the first place. **[UNIQUE LINK]**

Gratefully yours,
[NAME]

P.S. Learn more about United Way's impact in their annual report, [United for Good.](#)



CAMPAIGN RECAP EMAIL

Subject Line: Thank You! Your Generosity Makes a Difference.

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Dear **[FIRST NAME]**,

Because of you, **[COMPANY NAME]** was able to raise **[\$X]** to support United Way of Greater Philadelphia and Southern New Jersey.

You also helped us **[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 supporting United Way's mission to end poverty and expand opportunity for all.

Your contribution will help ensure children, individuals, and families across our region have the resources they need to thrive.

We are so proud of our achievements and look forward to another great campaign year.

Many Thanks,
[NAME]

INTRANET BULLETIN SAMPLE

[COMPANY NAME] is kicking off our annual Giving Campaign for United Way of Greater Philadelphia and Southern New Jersey on **[DATE]**.

[United Way](#) leads solutions with one common goal – to help families rise out of poverty. Your support fuels initiatives like:

- **The Digital Navigator Network**, providing low-income families with one-to-one dedicated support to access and use technology in Philadelphia, Montgomery, Delaware, Allegheny, and Westmoreland counties.
- **The 211 Helpline**, connecting people to emergency assistance and everyday essentials. From housing, utility support, and job-readiness programs to senior care options, violence prevention, and internet connectivity, 211 helps people navigate the offerings of more than 10,000 services.
- **Matched Savings Programs**, supporting low-income families by providing emergency savings, homeownership, education, and small business growth to help build wealth and economic stability.

Join your coworkers in our giving campaign to support United Way's mission to end poverty and expand opportunity for all. **[UNIQUE LINK]**

Mark your calendars for Kick-Off Day on **[DATE]** and keep an eye out for special upcoming events and activities in the coming weeks.