



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Sample Emails | Paper Campaign

CAMPAIGN INTRODUCTION INVITATION TO UNITED WAY PRESENTATION

Subject Line: Create a thriving community with United Way!

United Way of the Mohawk Valley makes an impact in the lives of 1 in 3 people in our community. People just like you or me, our friends, family, and neighbors.

That's because United Way of the Mohawk Valley focuses on more than one single issue.

Your donation to United Way of the Mohawk Valley helps:

- Increase access to health, education, and financial stability.
- Empower and support dozens of local programs.
- Identify and address root causes to problems and emerging needs.
- Create innovative solutions that make it easier for our community to rise.

Join us for a United Way presentation to learn more about the unique ways YOUR donation can make an impact for our community members.

Presentation Details: *[ADD YOUR COMPANY'S PRESENTATION DETAILS HERE]*

Date:

Time:

Virtual Presentation Link:

Incentives:

This year, first-time donors who contribute \$100, or existing donors that contribute \$100 more than in the previous year's campaign, can be entered to **WIN A \$2,500 VISA GIFT CARD** sponsored by Staffworks!

See you then,

Signed by the CEO or Campaign Coordinator



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CAMPAIGN KICK OFF & PRESENTATION REMINDER

Subject Line: Our United Way campaign kicks off today!

Today kicks off our annual United Way campaign.

United Way bringing people, opportunities, and resources together to solve our community's most pressing challenges.

Join us for a brief presentation from a United Way representative at <INSERT TIME>! You will learn about our local United Way and how your donation is helping thousands of our friends, families & neighbors right here in the Mohawk Valley.

Presentation Details: *[ADD YOUR COMPANY'S PRESENTATION DETAILS HERE]*

Date:

Time:

Virtual Presentation Link: *if virtual presentation applies*

Incentives:

Giving to United Way is easy! You can make your donation right through your paycheck! Complete United Way's pledge form in just seconds with how much you want to contribute each pay period. Payroll deduction is convenient and budget friendly, allowing you to spread payments throughout the year – no checks to write – no payment dates to remember (of course, if you prefer cash or check donations, they are accepted as well.)

PLUS, you can win \$2,500! Learn more about United Way's Step-up Incentive and how you can be entered to win a \$2,500 gift card at the presentation!

See you soon,

Signed by the CEO or Campaign Coordinator



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PRESENTATION FOLLOW UP & MID-CAMPAIGN REMINDER

Subject Line: The deadline is approaching! For our United Way campaign

<INSERT COMPANY NAME> is invested in our community and care about the people who work and live here. That's why we partner with United Way of the Mohawk Valley to help our community thrive. If you joined us for our presentation, we know you learned a lot about how you can help!

United Way MV puts our donations to work by:

- Increase access to health, education, and financial stability - the building blocks for a good quality of life.
- Empower and support dozens of local programs, helping thousands of people in the Mohawk Valley.
- Identify and address root causes to problems and emerging needs.
- Create innovative solutions to make it easier for our community to rise.
- Leverage their vast network to incubate and launch new vital programs in our region like [Volunteers United](#), [Academics First](#), and [Ride United](#).

Change doesn't happen alone. YOU can be a part of creating solutions with United Way!

To make your contribution, please complete your paper pledge form and return it to <INSERT YOUR NAME> by <DEADLINE DATE>.

Don't forget first-time donors who contribute \$100, or existing donors that contribute \$100 more than in the previous year's campaign, can be entered to **win a \$2,500 gift card** sponsored by Staffworks!

Thank you,

Signed by the CEO or Campaign Coordinator



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END OF CAMPAIGN THANK YOU

OPTION 1

Subject Line: You made a difference. Thank you!

Our community is one of a kind and **<INSERT COMPANY NAME>** is committed to making it the best that it can be! Thank you for your donation to United Way of the Mohawk Valley and making an impact with us.

Your donation supports United Way's unique efforts, plus dozens of vital, local programs lead by their non-profit partners.

[Please check out this video](#) with a special thank you message from United Way of the Mohawk Valley's Director of Philanthropy.

Thank you,

Signed by the CEO or Campaign Coordinator

OPTION 2

Subject Line: Thank you!

Thank YOU! As our United Way campaign comes to an end, I want to say thank you to our employees. The money raised by **<INSERT COMPANY NAME>** will help thousands of our community members, fund dozens of vital programs, and allow United Way to continue to help our community thrive. Because you care, we are a step closer to honoring the words "LIVE UNITED."

[Please check out this video](#) with a special thank you message from United Way of the Mohawk Valley's Director of Philanthropy.

Thank you,

Signed by the CEO or Campaign Coordinator