**CAMPAIGN INTRODUCTION**

*Subject Line: Create a thriving community with United Way!*

**Looking for an easy way to make an impact in your community?**
That opportunity is available to you right through **<INSERT COMPANY NAME>** and our partnership with United Way of the Mohawk Valley!

Tomorrow kicks off our annual United Way campaign!

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

They focus on more than a single issue. Your donation to United Way of the Mohawk Valley helps:

* Improve health, expand education, and strengthen livelihoods.
* Empower more than 30 local programs that provide life-changing support.
* Address root causes of our community’s biggest challenges and emerging needs.
* Create innovative solutions that make it easier for our community to rise.

[**Watch this *short video***](https://youtu.be/TyJtYXZE9Fw)**to learn more about how a donation to United Way MV is put to work!**

Keep an eye out the kickoff email tomorrow for how donate!

Thank you,

Signed by the CEO or Campaign Coordinator

**CAMPAIGN KICK OFF**

*Subject Line: United Way campaign kicks off today!*

**Today kicks off our annual United Way campaign!**

If you watched the video we shared yesterday, you learned a little about how your donation is put to work through United Way of the Mohawk Valley.

**(*ICYMI:*** [***Watch this short video here***](https://youtu.be/TyJtYXZE9Fw)***!)***

**Giving to United Way MV is easy!**

You can make your donation right through your paycheck! 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.)

**We know change doesn’t happen alone.** You can be a part of creating solutions the United Way!

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

Want to learn more about how your donation can improve **health**, expand **education**, and strengthen **livelihoods** for those in our community? Check out United Way MV’s [**Impact Flyer here**.](https://www.unitedwaymv.org/sites/unitedwaymv/files/2023-24%20Digital%20Brochure%20Flyer.pdf)

Thank you,

Signed by the CEO or Campaign Coordinator

**FOLLOW UP REMINDER**

*Subject Line: Making an Impact the United Way*

United Way of the Mohawk Valley makes a big impact by bringing people, opportunities, and resources together to solve our community's most pressing challenges. There are many ways your donation to United Way MV changes the lives of more than 100,000 people in our community.

If you checked out the previously shared [**impact** **video**](https://youtu.be/TyJtYXZE9Fw) and [**flyer**,](https://www.unitedwaymv.org/sites/unitedwaymv/files/2023-24%20Digital%20Brochure%20Flyer.pdf) you have learned several ways your donation supports this work, including:

* Some of the programs such as [**211**](https://www.unitedwaymv.org/211), [**Ride United**](https://www.unitedwaymv.org/rideunited), and more than [**30 others they fund**](https://www.unitedwaymv.org/fundedprograms)**!**
* The [**‘Born Learning’ Trails**](https://www.unitedwaymv.org/bornlearningtrails) they have installed in 13 different parks throughout Oneida and Herkimer Counties.
* Identifying gaps and creating solutions to bridge them, such as their [**Welcome Home Kits**](https://www.unitedwaymv.org/whk-2-berkshire)**.**

**There are three easy ways to make your donation!**

* Payroll deduction
* Give cash
* Write a check

Give any of these three ways by completing your paper pledge form and returning it to **<INSERT YOUR NAME>** by **<DEADLINE DATE>.**

Thank you,

Signed by the CEO or Campaign Coordinator

**DEADLINE APPROCHING REMINDER**

*Subject Line: Deadline approaching to make your donation!*

With your help, United Way of the Mohawk Valley and their many partners are addressing today’s biggest challenges and creating better solutions for tomorrow.

The deadline to make your donation is right around the corner!

**Make your donation today** by completing your paper pledge form and returning it to **<INSERT YOUR NAME>** by **<DEADLINE DATE>.**

Want to learn more about how your donation can improve **health**, expand **education**, and strengthen **livelihoods** for those in our community?

Check out this short success story video to see just how your donation makes a difference in our community: **INSERT SUCCESS STORY VIDEO FROM OUR** [**TOOLKIT**](https://www.unitedwaymv.org/campaigntoolkit) **HERE.**

Thank you,

Signed by the CEO or Campaign Coordinator

**END OF CAMPAIGN THANK YOU**

**----- OPTION 1 -----**

*Subject Line: You made a difference. Thank you!*

**<INSERT COMPANY NAME>** is invested in our community and cares 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.

Thank you for being a part of making an impact with a donation through United Way of the Mohawk Valley!

Our friends at United Way MV are so grateful for your support and asked us to share this [**special thank you video with you.**](https://www.youtube.com/watch?v=FzYjoXkY9fI)

Thank you,
Signed by the CEO or Campaign Coordinator

***PS:*** *There are many ways get involved with United Way MV’s like their annual* [*Day of Action*](https://www.unitedwaymv.org/dayofaction)*,* [*Emerging Leaders United*](https://www.unitedwaymv.org/elu) *(ELU), and other volunteer opportunities!*

[***Sign up for United Way MV’s email newsletter***](https://www.unitedwaymv.org/newsletter) ***to stay connected.***

**----- OPTION 2 -----***Subject Line: Thank you!*

Thank you to our employees for making our annual United Way campaign a success! The money raised by **<INSERT COMPANY NAME>**’s employees will help thousands of our community members, fund more than 30 vital local programs, and allow United Way MV 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**](https://www.youtube.com/watch?v=FzYjoXkY9fI) with a special thank you message from United Way MV.

Thank you,
Signed by the CEO or Campaign Coordinator

***PS:*** *There are many ways get involved with United Way MV’s like their annual* [*Day of Action*](https://www.unitedwaymv.org/dayofaction)*,* [*Emerging Leaders United*](https://www.unitedwaymv.org/elu) *(ELU), and other volunteer opportunities!*

[***Sign up for United Way MV’s email newsletter***](https://www.unitedwaymv.org/newsletter) ***to stay connected.***