**2022-23 WORKPLACE CAMPAIGN EMAILS**

* Kick-off
* CEO message
* Second ask
* Last chance reminder
* Thank you

*Kick-Off Email*

**Subject line**

📣 [WORKPLACE NAME]’s United Way Campaign Kicks Off Today!

**Body**

Dear [WORKPLACE] Team,

Rising prices and the continued impacts of Hurricane Ida and COVID-19 are squeezing families from all sides. **The need is higher than ever**, and we need your help to create a stronger, more resilient community for the future.

**Your donations to United Way improve our community from all sides.** We bring people together to increase education, financial stability, and health – the cornerstones of a good life - in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes.

**Last year,** [**United Way of Southeast Louisiana**](https://www.unitedwaysela.org/) **turned every dollar you gave into $6.21 in community impact** through local programs, advocacy, and volunteerism. Thanks to your gifts, we created a brighter tomorrow by:

* Securing over $100 million in public funding for early care and education through collaborative advocacy.
* Helping provide mental health support to over 3,600 individuals.
* Ensuring 56,000 callers were connected to help through the 211 helpline.
* And so much more!

Please join [WORKPLACE] in supporting [United Way of Southeast Louisiana](https://www.unitedwaysela.org/)[CAMPAIGN SCHEDULE] by contributing today. Payroll deductions for this campaign will begin in [MONTH, YEAR]. Giving is easy – you can sign up for [WEEKLY, BI-WEEKLY, MONTHLY] payroll deductions or make a one-time contribution.

[INSERT SPECIFIC CAMPAIGN GIVING INSTRUCTIONS]

The last few years have been tough, but we know that we can make a difference together. Join us today.

Living United,

*CEO EMAIL*

**Subject**

Together, We Can Make a Difference

**Body**

Dear [WORKPLACE] Employees,

It’s been a tough few years for our community. But together, we can make life better for so many by giving to [WORKPLACE]’s United Way Campaign this year!

With COVID, the economic crunch, and Hurricane Ida, our world keeps changing. But our ability to make a difference in Southeast Louisiana remains constant. That‘s why I‘m excited to invite you to help improve the health, education, and financial stability of every person in our community with [United Way of Southeast Louisiana](https://www.unitedwaysela.org/).

Together, we at [WORKPLACE] can take action that will help create better lives for so many of our neighbors in need.

[INSERT STORY OR ANECDOTE FROM COMPANY KICK-OFF OR PREVIOUS YEAR’S CAMPAIGN]

This year, [WORKPLACE] has the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] to improve the communities where we live and work. Last year, United Way SELA turned every dollar we donated into $6.21 in local community impact thanks to our help. This year, the need continues.

We’re counting on generous people like you and your teammates to help improve the lives of people in our community.

By pledging your support, you can make a difference. The best part? The money you give stays here in this community, and you’ll see the results in our own backyard.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

Thank you in advance for showing the world what we’re all about here at [WORKPLACE].

Sincerely,

*Email 2 & 3*

**Subject**

💪Together, We Can

**Body**

Dear [WORKPLACE],

Our world looks different than anyone imagined a few years ago. Whether it’s because of Hurricane Ida, COVID’s ongoing economic impact, or inflation – it’s a challenging time.

It’s no exaggeration to say that the most vulnerable are struggling more than ever.

**United Way is stepping up to respond, as we always do. We’re helping people deal with immediate needs and helping communities recover and rebuild.**

We envision a strong, resilient Southeast Louisiana where everyone can thrive. But we have so much more to do.

Join [WORKPLACE] in supporting [United Way of Southeast Louisiana](https://www.unitedwaysela.org/)[CAMPAIGN SCHEDULE] by contributing today. Payroll deductions for this campaign will begin in [MONTH, YEAR]. Giving is easy – you can sign up for [WEEKLY, BI-WEEKLY, MONTHLY] payroll deductions or make a one-time contribution.

[INSERT SPECIFIC CAMPAIGN GIVING INSTRUCTIONS]

Together, we can make a difference right here at home and make life better for those who need help the most right now. Join us today.

Living United,

**Subject**

⌛LAST CHANCE to Prove that Together, We Can!

**Body**

[WORKPLACE] Team-

**Only [X] days are left to invest in your community through our United Way Campaign.**

Here in Southeast Louisiana, [United Way of Southeast Louisiana](https://www.unitedwaysela.org/) takes community-building seriously. We help people invest in local solutions, bringing people together to make life better for us all.

**What connects us?** A deep belief that people at [WORKPLACE] want to help each other and an intuitive understanding that education, financial stability, and health are the cornerstones of a good life.

If we improve those foundations together, we can build a stronger, more equitable Southeast Louisiana for everyone. But we can’t do it alone.

If you haven’t already, be sure to make your pledge by [DATE]. Here’s how.

[INSERT SPECIFIC CAMPAIGN GIVING INSTRUCTIONS]

Together, we can build a stronger community and a better future for our children. Together, we can

LIVE UNITED.

Sincerely,

*THANK YOU EMAIL*

**Subject**

THANK YOU for LIVING UNITED! 💙

**Body**

Dear [WORKPLACE] Employees-

Thank you for joining United Way of Southeast Louisiana and [WORKPLACE]’s efforts to help our community recover and rebuild. **Your generosity proves that together, we can make a difference right here at home.**

Because of supporters like you, we’re helping tens of thousands of our most vulnerable neighbors have brighter tomorrows and making life better for everyone in Southeast Louisiana.

**Don’t forget to** [**sign up for United Way’s e-news**](https://www.unitedwaysela.org/signup-updates) to learn more about your donations at work in the community.

Thank you again for showing what a huge difference a workplace like [WORKPLACE] can make in Southeast Louisiana.

Living United,