***Campaign Announcement from CEO***

To: (All Employees)

From (CEO or Executive Chairman)

Date: (at or around date of kick-off)

Subject: United Way NCA Campaign Kick-off on **[Date]**

I am excited to announce that we will be kicking off our annual United Way NCA campaign on **[Date]**. **[Company]** proudly supports the work United Way NCA does in our community.

To encourage 100% participation in this year’s campaign, we will match all employee donations dollar-for-dollar up to **$XXX**. In addition, we plan to make a corporate donation of **$XXX.**

United Way NCA does critical work throughout Washington, DC, Maryland and Virginia to address inequities in the areas of education, financial stability and health. You can also choose to donate to the more than 600 member nonprofits in the United Way NCA network.

You can learn more about United Way NCA and their new goals for our community at www.UnitedWayNCA.org.

Thank you in advance for your commitment to this year’s campaign. I look forward to seeing you at the kick-off event where you will learn more about United Way NCA’s work and how you can volunteer and get involved in helping our community to thrive.

If you have questions about the campaign, please contact **[Impact Coordinator name, phone number, and email address].**

Sincerely,

**[CEO Name]**

***1 week before kick-off (with event)***

To: (All Staff)

From (ECC)

Date: (1 week before campaign kick-off event)

Subject: United Way NCA Campaign Kick-off on **[Date]**

Please join us as we kick-off the annual United Way NCA campaign on **[Date and Time].**

***[Insert some of the event highlights here]***

* X
* X
* X

You will also have a chance to learn more about United Way NCA and find out exactly how your contribution will be put to work in our community.

See you at the campaign kick-off!

Best,

**[Impact Coordinator name/contact info]**

***1 day before kick-off (with event)***

To: (All Staff)

From (ECC)

Date: (1 day before kick-off event)

Subject: United Way NCA Campaign Kick-off is Tomorrow!

Join us tomorrow at **[Time]**in **[Location]**for our United Way NCA campaign kick-off!

We know you’re busy, but please stop by for even just a few minutes. We are encouraging 100% employee participation for this year’s campaign. Even a small donation can create a tremendous impact in our community.

See you tomorrow!

Best,

**[Impact Coordinator name/contact info]**

***1 day before kick-off (no event)***

To: (All Staff)

From (ECC)

Date: (1 day before kick-off event)

Subject: The United Way NCA Campaign Starts Tomorrow!

Are you ready to make a difference in our community? **Our United Way NCA campaign starts tomorrow!**

Our Campaign Donation Goal:

$\_\_\_\_\_\_\_\_

Our Employee Participation Goal:

100%

Deadline: **[DATE]**

I hope everyone who participated in last year’s campaign will consider giving just 10% more this year. If you did not participate last year, please consider making a pledge in this year’s campaign. Please pick up your campaign materials and pledge card at **[Location]**.

I encourage you to read the campaign brochure and learn more about United Way NCA’s work at www.UnitedWayNCA.org.

Thank you for participating.

Best,

**[Impact Coordinator name/contact info]**

***1 Day After Kick-off (with event)***

To: (All Staff)

From (ECC)

Date: (1 day after Kick-off Event)

Subject: We’re off to a great start.

We’re off to a great start!

**Pledge count from yesterday’s United Way NCA campaign kick-off: $\_\_\_\_\_ pledged by \_\_\_\_employees!**

If you already made your pledge, thank you. If you haven’t made your pledge yet, we hope you will join us.

Remember:

* To have your contribution included in our United Way campaign, pledge forms must be turned in to **[Location]**by close of business on **[Date]**.
* **[Company]** is offering a matching donation of **$\_\_\_** for every dollar you give.
* Every employee who increases his or her pay period deduction by $5 over last year’s deduction will be entered into a drawing to win **[Prize]**.

If you have any questions about this year’s campaign, I can provide you with additional information.

Thank you again for your support.

Best,

**[Impact Coordinator name/contact info]**

***Half-way between kick off and pledge period closing***

To: (All Staff)

From (ECC)

Date: (Halfway between kick-off and period closing)

Subject: United Way NCA Campaign Update

Our United Way NCA workplace campaign is well underway.

**Dollars Pledged: $\_\_\_\_**

**Employees Participating: \_\_\_\_\_\_**

**Remaining to Reach Goal: $\_\_\_\_\_**

**Deadline: \_\_\_\_\_\_\_\_\_\_\_**

Thank you to all who have made their pledges. We are encouraging 100% participation in this year’s campaign.

Have you made your pledge yet?

Remember, when you give where you live your contribution goes to work right here in our community to support a network of services for individuals and families with nowhere else to turn.

A little bit goes a long way. All you have to do to participate is pick up a pledge form at **[Location]** and submit it by **[Date].**

If you have any questions, please don’t hesitate to contact me.

Thank you,

**[Impact Coordinator name/contact info]**

***Second to Last Day of Pledge Period***

To: (All Staff)

From (ECC)

Date: (Day before last day of pledge period)

Subject: Time Is Running Out!

Our United Way NCA Campaign ends on **[Date]**!

Here are our results so far…

**Dollars Pledged: $\_\_\_\_**

**% of Employees Participating: \_\_\_\_\_\_**

**Remaining to Reach Goal: $\_\_\_\_\_**

If you’ve been waiting to make your pledge when it counts the most … that time is right now! There’s just one day left to make your pledge.

Thank you for supporting our community through the United Way NCA workplace campaign. We appreciate your contribution.

Best,

**[Impact Coordinator name/contact info]**

***Last Day of Pledge Period***

To: (All Staff)

From (ECC)

Date: (Day Before Last Day of Pledge Period)

Subject: Last Day to Donate to the United Way NCA Campaign

If you have already donated to the United Way NCA campaign, thank you! If you haven’t turned in your pledge form yet, please do so today.

We’re so close to reaching our goal of **$ \_\_\_\_,** and we need every pledge to take us over the top. Please help us to make this the most successful campaign yet. Help us to change lives through United Way NCA.

Thank you for your support and for all that you are doing to make our community better every day.

Best,

**[Impact Coordinator name/contact info]**

***Thank You from CEO***

To: (All Staff)

From (CEO)

Date: (One Day to One Week after Pledge Period Ends)

Subject: Thank You for Your Support

Thank you so much for participating in the United Way NCA campaign. This year, **(\_\_\_%)** of our employees donated, for a workplace total of **($\_\_\_)**.

I want you to know how proud I am to see us come together as a company to help our community. I particularly would like to thank the volunteers whose efforts ensured the campaign’s success. We couldn’t have done this without you.

In the months ahead, you will have opportunities to volunteer with United Way NCA and continue to be involved in our community.

Once again, thank you for your support.

Sincerely,

**[CEO Name]**