**CAMPAIGN INVITATION**

**Send time: Campaign launch day**

**Sender: Workplace campaign coordinator**

**Subject: It’s here! Pledge to our United Way workplace campaign**

[NAME]/Friend,

Today’s the day! We’re launching the 2017 [WORKPLACE GIVING CAMPAIGN NAME] — and with your support, all of us here at [COMPANY NAME] can help tackle the toughest challenges facing Northeast Florida and create lasting change in our community.

Whether you’re interested in helping students overcome challenges in the classroom, helping families make ends meet or making sure everyone in our community has their basic needs met, United Way of Northeast Florida is your place to be a part of the solution.

**By pledging your support, you and your co-workers can help us hit our goal of [MONETARY GOAL/DESCRIPTION]**. The best part? The money you give stays local and you can see the results in your own backyard, even as you’re part of a larger mission to affect change worldwide.

[PLEDGE/GIVE NOW] - *button/link if applicable*

Thank you in advance for showing the world what we’re all about here at [COMPANY NAME]. We’re so lucky to have you!

[SIGNATURE]

**CAMPAIGN REMINDER/“LAST CALL” EMAIL**

**Send time: Day before the end of campaign**

**Sender: Workplace campaign coordinator**

**Subject: LAST CALL: Add your name to the list!**

If you’ve been waiting for the right time to join our [WORKPLACE GIVING CAMPAIGN NAME], this is it!

**Today is the last day to [PLEDGE/GIVE].** Join [PARTICIPATION RATE]% of your co-workers who have added their name to the list of [COMPANY NAME] employees who care about their community and are committed to supporting the life-changing, community-building work of [LUW].

[PLEDGE/GIVE] - *button/link if applicable*

Your [PLEDGE/GIFT] will send a loud and clear message that [COMPANY NAME] is investing in the future of Northeast Florida. I think that in the next 24 hours, we can get a higher participation rate than any organization around!

Thank you for everything you do to change lives in our community!

[SIGNATURE]

**THANK YOU EMAIL**

**Send time: End of campaign**

**Sender name: Workplace campaign coordinator**

**Subject: [IF HIT GOAL>> We did it! // IF NOT>> Thank you!]**

Join me in celebrating the incredibly successful [WORKPLACE GIVING CAMPAIGN NAME]! It takes an entire community to change lives, and today I could not be more appreciative that I work in this one.

I’m thrilled to report:

[COMPANY NAME] employees gave $[DOLLARS PLEDGED] to [LUW]

[PARTICIPATION RATE]% of [COMPANY NAME] employees gave to [LUW]

[NUMBER OF DONORS] of [COMPANY NAME] employees gave to [LUW]

[COMPANY NAME] employees gave more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign

Even though I am so tremendously thankful, I’m really not speaking for me. I’m thanking you on behalf of the families, children, neighbors, and friends who will benefit from your generosity. From all of those that will be served, I extend my warmest gratitude.

Thanks again!

[SIGNATURE]

P.S. To learn how your support is powering United Way of Northeast Florida keep doing critical work for our community all year long, make sure to sign up to receive email updates to your personal address [here](https://www.facebook.com/unitedwaynefl/app/141428856257/).

**CEO ENDORSEMENT LETTER**

**Send time: Day after campaign invitation email**

**Sender: CEO**

**Subject: Fwd: [ORIGINAL SUBJECT LINE]**

Hi there,

I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2017 [WORKPLACE GIVING CAMPAIGN NAME].

The critical work of United Way of Northeast Florida in our community is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

I’m immensely proud of this group of people for supporting such a great cause, and I’m excited to see what we accomplish together.

Thanks so much for being part of this — read on for more details!

[SIGNATURE]

**CEO THANK YOU**

**Send time: Day after end of campaign**

**Sender name: CEO**

**Subject: I am so proud**

I just wanted to drop a line to say — THANK YOU!

The numbers for this year’s [WORKPLACE GIVING CAMPAIGN NAME] are absolutely incredible. I’m so proud of all of you here at [COMPANY] who stepped up to help make our community a better place.

You all inspire me so much every day. Thank you again for being such compassionate, caring people — and for all your hard work.

In case you missed the full breakdown of results, check out [CAMPAIGN COORDINATOR NAME]’s email for an extra dose of inspiration.

Thanks again,

[SIGNATURE]