



Email Templates for Your Campaign

This toolkit includes four pre-drafted emails for each phase of your campaign: a campaign kickoff, reminder, last call to donate, and thank you email. Fill in the highlighted sections, and you're good to go!

Email 1: Campaign Kick-off Email

SUBJECT OPTIONS: United is the Way to Make a Difference
The Campaign Is On — Let's Show What We Can Do United
It's Time — Let's Make an Impact Together

We are excited to kick off this year's [NAME OF YOUR COMPANY] Workplace Giving Campaign in partnership with United Way of Salt Lake!

At [NAME OF YOUR COMPANY], we are committed to supporting the strength, vitality, and resilience of the communities where we live and work.

Each year, United Way of Salt Lake helps more than 478,000 children and families in Utah access education opportunities, basic needs assistance, and brighter futures. Together we can do even more. When we unite, we help build a brighter future for everyone in our community — no matter their circumstances.

Together, we can build a better tomorrow — start with your gift today: [link to your campaign page OR <https://give.uw.org/>]. Because united is the way!

Sincerely,

[YOUR SIGNATURE]

Email 2: Reminder Email

SUBJECT: Thinking About Giving? Here's Why it Matters.

When you give to United Way of Salt Lake (UWSL) through [COMPANY NAME]'s Giving Campaign, you're not just checking a box — you're changing someone's story.

You can be the reason more kids succeed in school, more families have their basic needs fulfilled, and more Utah communities thrive.

Here's what your contribution makes possible. So far, in 2025, UWSL has helped:

- 30,548 people access support for basic needs like food, housing, and healthcare.
- 10,000 students receive school supplies through Stuff the Bus, giving them the tools they need to succeed.
- 70 families graduate from a 9-week course focused on building stronger foundations for early child learning and development through the Promise Baby & You program.

This is merely a snapshot of the impact your support makes possible.

Help us grow this impact — make your gift today: [[link to your campaign page OR https://uw.org/donate/](#)]

When we unite, we create real, lasting change. Thank you for being part of it.

Sincerely,

[YOUR SIGNATURE]

Email 3: Last Day of Giving Campaign

SUBJECT: Last Day of Our Giving Campaign — Join Us Today!

Today is the last day to give to United Way of Salt Lake through [[COMPANY NAME](#)]'s giving campaign! Your support helps:

- Provide essential basic needs assistance to thousands of local families
- Equip kids with tools to succeed in school and beyond
- Break down barriers to health, education, and opportunity

Right now, we have the power to make lasting change for families right here in our own community. Together, we can focus on the places and people who need help the most — because 100% of kids and families deserve the chance to thrive.

Help us finish strong — donate today: [[link to landing page for campaign](#)]

United is the way to making Utah a great place to live and work.

Sincerely,

[YOUR SIGNATURE]

Email 4: Thank you

SUBJECT: United for Good — Thank You, [[COMPANY NAME](#)]

Thank you for making this year's [[COMPANY NAME](#)] giving campaign such a success! Together, we supported United Way of Salt Lake's work to ensure families have access to education, basic needs, and health services.

Here's what we achieved:

- \$[[dollars pledged](#)] raised
- [[Participation rate](#)]% participation
- [[Number of donors](#)] generous donors
- [[Number of volunteer hours](#)] volunteer hours contributed

United is the way to make a real difference in our community. Because of you, United Way of Salt Lake can continue creating opportunities and breaking down barriers for families right here at home.

You've set a high standard for giving and community leadership — congratulations on a campaign well done.

Sincerely,

[YOUR SIGNATURE]