Email Templates for Your Campaign

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

Email 1: Campaign Kick-off Email

SUBJECT LINE: [COMPANY NAME] Workplace Giving Campaign Is Here!

In partnership with United Way of Salt Lake, [COMPANY NAME] is excited to kick off this year's workplace giving campaign.

At [COMPANY NAME], we believe strong communities make a stronger Utah. Through our workplace giving campaign, you have an opportunity to support children, families, and individuals across our community.

Together, we can build a better tomorrow. Start with your gift today: [link to your campaign page OR https://give.uw.org/]. Every gift makes an impact. Thank you for helping make our community stronger!

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 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 met, and more communities thrive.

In the past year, United Way of Salt Lake helped:

- 41,544 people access support to meet 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.
- 199 families graduate from a 9-week course focused on building stronger foundations for early childhood learning and development through the Promise Baby & You program.

These numbers represent real people, real families, and real opportunities for a stronger future.

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 Chance to Join Our Giving Campaign!

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.

There's still time to make a difference. 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 make 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 together:

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

Because of your generosity, children and families across Utah have greater access to the resources, opportunities, and support they need to thrive. Your contributions help United Way of Salt Lake break down barriers and create pathways to a stronger future—right here in our community.

Thank you for showing what's possible when we come together.

Sincerely,

[YOUR SIGNATURE]