

2023 UNITED WAY CAMPAIGN COORDINATOR HANDBOOK



from **Poverty** to **Possibility** 

United Way of South Central Indiana

(formerly United Way of Monroe County)

www.unitedwaysci.org

*Now Serving Monroe, Owen, Greene, Brown,
Lawrence, and Orange Counties!*



United Way of
South Central Indiana

MAKE THE BIGGEST IMPACT THROUGH UNITED WAY!

Employee Campaign Coordinators (ECCs) are an important connection in our community between the people who need help and the people that want to help. Employee Campaign Coordinators are the lead contact person for the workplace regarding the United Way fund drive. Your role as a United Way fund drive leader is one of the most important, vital volunteer roles of all. In this guide, you will find all the tips, how-to's, and ideas to make your fund drive a success, including:

- Step-by-step instructions for planning your fund drive
- Ideas to make your fund drive fun and engaging
- Resources for additional information and ideas

Don't forget that the United Way staff are also here to help you. Each workplace is different and unique and what works for one may not work for all. Want to bounce ideas off someone or have questions? Please reach out to us - we are here to help make you and your fund drive a success!

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KEY CONTACTS AT UNITED WAY

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KEY DATES

United Way Blue Jean Ball

Thursday, September 21, 5 – 7:30pm

Whippoorwill Hill (1780 E Rayletown Rd)

End of Community Campaign

December 31, 2023

WHAT IS UNITED WAY?

United Way of South Central Indiana (Formerly United Way of Monroe County) is responding to our region's highest needs by bringing partners from all sectors together to tackle complex issues that no one can address on their own. When you support United Way, you are helping to create a strong network of people and organizations who are ready to respond to the needs of our region as they arise.

United Way works with certified partner agencies and other community organizations to help move families and individuals from poverty to possibility. By supporting agencies and initiatives that provide services in health, education, and financial stability, United Way ensures that people in crisis can get the help they need right away and address the underlying issues they face.

Thank you for your continued efforts and for your incredibly generous commitment to lead the United Way fund drive at your company. **An investment in United Way is the single best way to help the most people in need in our community. To see your donation in action, visit www.unitedwaysci.org/MyImpact.**

Leading Initiatives

- AFL-CIO Community Services
- Bank On Bloomington
- Dollars and Sense Personal Finance Series
- Education Mini-Grants
- Emergency Food and Shelter Program
- Financial Coaching
- Free Community Tax Service
- Heading Home South Central Indiana
- Opportunity Fund
- Financial Stability Alliance for South Central Indiana

Supporting Community Partnerships

- Community Organizations Active in Disaster (MoCOAD)
- Let's Read
- Nonprofit Alliance of Monroe County
- Stamp Out Hunger

Investing in Partner Agencies

- American Red Cross of Southeast Indiana
- Amethyst House
- Area 10 Agency on Aging
- Beacon, Inc.
- Big Brothers Big Sisters of South Central Indiana
- Boy Scouts – Hoosier Trails Council
- Boys & Girls Clubs of Bloomington
- Cancer Support Community South Central Indiana
- Catholic Charities Bloomington
- Community Kitchen of Monroe County
- Girl Scouts of Central Indiana
- HealthNet Bloomington Health Center
- Hoosier Hills Food Bank
- Indiana Legal Services
- Monroe County Community School Corporation
- Middle Way House
- Monroe County United Ministries
- Mother Hubbard's Cupboard
- New Hope for Families
- Planned Parenthood Great Northwest, Hawai'i, Alaska, Indiana, Kentucky
- Richland-Bean Blossom Community School Corporation
- Salvation Army
- Stone Belt

WHAT IS A UNITED WAY EMPLOYEE CAMPAIGN COORDINATOR (ECC)?

United Way coordinators are an important part of the United Way fund drive. The impact we make on our community is only possible thanks to you and your hard work! You help drive the fund drive at your workplace and assist United Way with some logistical aspects of processing your donations.

You are the first point of contact that your coworkers have for all things related to the United Way fund drive. A major part of your role will be spreading information about your fund drive and simply asking your coworkers to donate – many people who donate do so because they were asked by someone they trust and respect. By sharing information about the fund drive and why it is important to you, your coworkers are more likely to join you!

WORKPLACE FUND DRIVE QUICK CHECK LIST

Your fund drive is an opportunity to participate in making our shared community a better place for all its citizens – and to invite your co-workers to do the same. Below are the basics of running a United Way fund drive:

PLANNING

- Define roles and responsibilities within your workplace including key coordinators to run the fund drive, create fun events, and coordinate the payroll deductions.
- Determine your fund drive cycle: activities, goals, dates, and calendar. (See an example [calendar on page 13](#))
- Make a plan to promote the fund drive through marketing, incentives, fun activities, or other ways. Partner with your workplace's administration or communication team(s) to plan mass communications and other marketing tools.

IMPLEMENTATION

- Kick-off your fund drive! Use a fun event to build camaraderie and enthusiasm. Events can be virtual or in-person, if appropriate. Keep it fun and informative.
- Distribute pledge forms if staff prefer a paper form over digital giving.
- Share your fund drive through photos and video on your website and social media and follow and tag United Way of South Central Indiana on [Facebook](#) and [Instagram](#)
- Send reminders and updates about your fund drive and United Way to your co-workers.

WRAPPING UP

- ❑ **THANK YOUR DONORS!** Saying thanks is a big deal, because each donation is a big deal! Print off thank you notes from the fund drive toolkit and drop a personal thank you on donor's desks or come up with your own way of saying thank you in a personal email.
- ❑ Keep track of donations and report results organization-wide at the conclusion of the fund drive. Everyone will want to know the impact of their gifts on the lives of those in need.
- ❑ If using the online giving platform, request a donor report from United Way at the end of your drive so that your payroll department will have current payroll deduction information.
- ❑ Celebrate your success! Know that your efforts and those of your co-workers will have life-long effects on other's lives. Your help is deeply appreciated by many, so take a moment to feel good about the time and work you expended to make this a successful fund drive.

HOW TO RUN A WORKPLACE FUND DRIVE

Remember, United Way staff are here to help you in any way possible. For campaign-related questions, call or email Catherine Blankensop, (812) 269-1244 or catherine@monroeunitedway.org. For technical questions regarding e-Pledge, call or email David Cook, (812) 269-1257 or david@monroeunitedway.org.

#1: Determine Internal Roles & Responsibilities

Every workplace is different, so you may be the only campaign coordinator, or you may be working with others. The key is: Determine how many volunteers you need to easily communicate with employees. Once you establish which people (or in the case of a large workplace, what size committee) you may need, set up a team meeting to discuss roles and responsibilities, monitor progress, and evaluate your efforts as you go through your fund drive period.

TIP: Don't forget to include a marketing, HR, and payroll staffer in your initial fund drive planning, if your workplace is large enough to employ those positions. They can play a vital role in a large workplace fund drive!

For example, a workplace with 6 total employees will probably only need one or two people to manage your fund drive, while a workplace with 50 or more employees in multiple departments and function will probably want to establish a committee with a representative from each of the major departments.

#2: Determine Your Fund Drive Dates

Setting specific dates will help define and drive the momentum of your campaign. These dates will determine when and how you kick off your area's campaign, send reminder messages, how to create excitement and team bonding during a year of mostly online work, and establish a deadline for pledge forms to be turned in. **The length of your fund drive can range from a few days to a week, to a whole month.** Most fund drives run for a couple of weeks. It's entirely up to you and your workplace! Discussing what makes sense in your situation should be one of the first things you do as a team (or, one of the first things you decide if you are a team of one!).

The United Way community campaign will formally kick off on September 21 at the Blue Jean Ball. This year, the United Way community campaign will wrap up at the end of December. In previous years, our campaign ran from September to February, but we are now transitioning to a calendar-year fundraising cycle. If you start your campaign in 2023, please set it to end by the end of the year.

If you traditionally hold a campaign after the new year, no worries! You are still welcome to do so. Those funds will just be put towards our 2024 campaign.

Our fund drive will run: ____/____/____ to ____/____/____.

#3 Set Goals

Set an ambitious, but attainable goal. In our ECC survey, we asked you to choose your goal based on the following options: (1) the amount your workplace raised last year, (2) the average amount you raised over the past 5 years, (3) the amount you raised last year, plus 5%, or (4) a custom goal.

Goals are important because they help motivate your coworkers to donate and give donors a chance to celebrate and feel accomplished. Tell your co-workers what the goal is so that everyone is included as a part of the joint effort. If you would like to talk more about your goal or change it, feel free to call on a United Way staff member to help!

Tip: Depending on your situation, sometimes it is best to focus on raising a certain dollar amount; other times, especially for new fund drives or those that need to grow, it can be a better option to focus on the number of people who participate by making a donation of any size. The e-pledge survey requires a dollar amount goal, but internally you can establish a participation goal too.

Examples:

- Raising \$5K at your workplace
- Setting a goal to have 50%, 80%, or even 100% participation of employees, regardless of the dollar amount that might be raised. Even small donations are a great way to start giving to United Way, and over time as donors see the results of their gift they are often moved to give more.

#4: Plan Fund Drive Timeline & Activities

Once you have a team, a goal, and dates, it's time to decide how you will make your fund drive fun and engaging along with setting deadlines for your activities. There are fun ways to hold virtual activities. Determine the desired outcome of the organization, what you can take on as the ECC, and what your team is willing to help you accomplish to help guide your decisions. The personality of your workplace also plays an important role. What might work for one workplace, might not work for yours.

Elements of a United Way Workplace Fund Drive

Kick-Off

Many organizations hold a kick-off event or activity. These can range from hosting donuts and coffee and having a United Way representative come to speak briefly, to a full-blown, sit-down luncheon. There are fun virtual activities you can introduce as well. The key is to make it known to employees what United Way is all about, that donations are used locally, what you will be doing for your United Way fund drive, and how they can participate. Some organizations will build a kick-off into an existing regular meeting - or virtual meeting - where many staff members will already be present.

Special Events

These activities are often great for raising some additional funds, doing something fun, and helping raise awareness about the fund drive. These can be done virtually or in person.

Examples: Donate a few bucks to wear jeans on a Friday. Enter a drawing for a prime parking spot or hold a chili cook-off. Have a gift card raffle and enter anyone who has donated. Hold a virtual mixology or cooking class with a local celebrity “teacher” and charge \$5 admission. Play a game like Scattergories over lunch and charge a small admission fee (donation). The options are limited only by your imagination. We have tons of ideas from other workplaces, and we'd be happy to share if you need some inspiration.

Virtual Fun-Raising Ideas: If you are looking for ideas and suggestions about creating an engaging virtual event, please see the Virtual Fun-Raising Ideas link in the online Fund Drive Toolkit at www.unitedwaysci.org/toolkit.

Incentives

Incentives can be very helpful and a great way to get people involved in a fund drive. These can be incentives to attend meetings, return pledge forms, or to give. They can be raffles, giveaways, early bird contributions, or competitions between departments, just to name a few.

Incentives shouldn't be expensive and can be a simple token or something donated by an employee or the company.

Incentive Examples:

- PTO
- Gift cards
- Casual dress days
- Coffee
- Baked goods
- Tickets to an event
- Magazine subscription
- Movie tickets
- Company branding: shirt, mug, etc.
- Pizza party

#5: Messaging & Campaign Communications

This is where your marketing person can come in handy. Decide how you will announce the important info about the fund drive at your workplace with instructions on how employees can participate. Do you have an intranet where you can post information? Can your CEO send an email to all staff inviting them to participate in the fund drive?

You will want to make sure that the information reaches your staff, including:

- Beginning and end of fund drive dates
- Dates of any special events or kick-off event/activity
- Deadline to turn in pledge forms
- Who is to receive the completed pledge form in your office
- Why giving to United Way is great citizenship and how donating helps our community! (See the accompanying information below the work of United Way in Monroe, Brown, Owen, Greene, Lawrence, and Orange counties.)

Make sure you have the essential fund drive supplies from United Way. Touch base with your United Way representative before – or during – your fund drive to request your materials.

Remember to keep the fund drive visible around the workplace!

Many items can be downloaded from the online fund drive toolkit found at:

<http://www.unitedwaysci.org/toolkit>.



Campaign Email Messages:

RESOURCE: Not sure what to write? We've included sample emails [at the end of this guide on page 14](#) that you can copy, paste and customize.

The most basic messages should be:

1. A kick-off email to be sent at the beginning of the fund drive
2. A follow-up email midway through with an update and reminder
3. An end-of-fund drive message right before the close

Do you have a larger fund drive and want to get fancy? Make a list of past donors and send one message to them thanking and acknowledging past support. Then send a different email to new/prospective donors asking for their participation in the fund drive. When you recognize past support, you help renew gifts that were made by employees during the prior year.

Be the expert! You will probably receive some questions from co-workers. Be prepared with an answer by visiting the [‘What is United Way’ section \(on page 2\)](#), [Why Give to United Way on page 10](#), [the Impact of your donation on page 11](#), and our [FAQ’s on page 11](#).

#6: Campaign Wrap-Up

Pledge Card Collection/Payroll Deduction:

So, you’ve finished your fund drive. Congrats! **If using paper donation forms**, make sure you turn in all original completed forms, keeping paper copies for your organization’s records. All donations should be kept confidential and protected.

Make sure your HR or payroll department is ready to enter payroll deduction gifts from employee’s paychecks. Payroll should keep copies of all the pledge forms with the originals coming back to United Way. If your fund drive is near the end of the year, make sure you know the last date that your payroll office will need to receive these deductions in time for January paychecks.

Account for all of your fund drive contributions by filling out the front of the fund drive envelope completely and enclosing all donations inside. Sign and seal the envelope. Contact United Way of South Central Indiana to let us know your fund drive is complete and, if you’re using pledge forms, they are ready to be picked up.

If using the virtual giving platform, request a report from United Way for your HR department at the end of your fund drive, which will include payroll deduction information. **Contact david@monroeunitedway.org**

IMPORTANT FUND DRIVE NOTES:

- **PLEASE TURN IN YOUR CAMPAIGN FUNDS AND PAPERWORK NO LATER THAN TWO WEEKS AFTER YOUR CAMPAIGN CLOSSES.**

Turning in your fund drive paperwork allows us to deposit checks, process donations, and thank donors in a timely manner.

If using the online giving platform, please notify United Way as soon as your fund drive closes to ensure prompt reports to your HR department.

- **Partial drop-offs can also be a good idea if your fund drive runs on a longer cycle or generates a lot of cash and checks.** Donors appreciate their checks being cashed promptly – and cash laying around is never a good idea! We can provide extra fund drive envelopes for you as needed.

#7: Share your Campaign & Be Recognized!

Celebrate your co-worker's generosity and caring! We want to hear about – and see – your fund drive! Remember to snap pictures of any great moments to display at your office and to share them with us on social media. We can come to take a picture of you and your group to share on our social outlets.

Either email photos to us or email our staff to arrange for a photo shoot: **Contact: Jenn at jenn@monroeunitedway.org.**

Be sure to follow us on Facebook and Instagram!
Share your United Way moments on your feed and ours at



www.facebook.com/UnitedWayOfSouthCentralIndiana

www.instagram.com/monroeunitedway

FUND DRIVE TOOLKIT

The Fund Drive Toolkit is your one-stop-shop for all things related to your workplace's fund drive. It includes a copy of this manual, some of the elements in this manual, as well as **additional materials like web banners, photos, logos, thank you cards, and more!**

Some of the resources are included in the pages below.

Visit the Toolkit: www.unitedwaysci.org/IUToolkit

WHY GIVE TO UNITED WAY?

You may be asked this question or want to write about it to your fellow co-workers. Here is a quick list of 10 reasons why donating to United Way is an effective way to impact other's lives:

10 Ways Your Gift to United Way of South Central Indiana Creates Change

- **Your gifts create results.** Donations to United Way fund local programs that help struggling families and individuals move from poverty to possibility. In 2022, over \$2 million was invested in our region, providing safe shelter to 799 children and adults and 2.5 million meals to local people in need.
- **Your gifts stay local.** Contributions stay in our community. People living in Monroe, Owen, Greene, Brown, Lawrence, and Orange counties receive United Way funds, either by direct support of United Way partner agencies or through special outreach projects, programs, and initiatives.
- **Your gifts help the most people.** Your gifts to United Way have a broad outreach. When combined with those of your friends and neighbors, they touch 1 in 3 people in our area each year.
- **You put the “fun” in fundraising.** United Way campaigns can be a fun, morale-building effort among your peers and co-workers and are used as team-strengthening exercises, which benefit not only your workplace, but others outside of your organization.
- **Your gifts bring people together.** Gifts to United Way bring together partners from all sectors to tackle complex issues that no one can address on their own. These partnerships last for years to come, helping to create a caring community.
- **Your gifts inspire others to do more.** We all want to know that we're making a difference and helping create change - this is the perfect avenue for building a sense of community and purpose. And when you share why you support United Way, your peers are more likely to join you!
- **Your gifts demonstrate your care for our community.** Your gifts help United Way focus on people and issues close to home: financial assistance, healthcare, food security, emergency shelter, and youth development - in other words, the big issues. Your gifts demonstrate your own commitment to the well-being of our community.
- **Your gifts are used efficiently.** Low administrative and fundraising costs mean more money goes to services in the community. Donations are wisely invested in high-quality, results-oriented programs through the social service sector, and projects reach people in high-need areas of the south-central region when emergency situations arise.
- **Your gifts are tax deductible.** If you itemize deductions on your tax return, you are able to deduct charitable contributions.
- **It's the right thing to do.** Simply put, giving to United Way is the right thing to do for the long-term health of our community. Your contributions ensure that people have an opportunity to move from poverty to possibility.

THE IMPACT OF YOUR DONATION

United Way and our 23 partner agencies do so many things and touch so many lives, sometimes it's hard to cover it all! Below are a few examples of how your gifts create change.

- **\$1 per week** feeds a family in need for three days
- **\$2 per week** provides one week of emergency shelter to an individual in crisis
- **\$3 per week** helps a student in need access important prescription medications
- **\$10 per week** covers one year of a client's online therapy fees
- **\$20 per week** allows a family in need to send their toddler to preschool for one month

For more information about the impact of your gift, visit: www.unitedwaysci.org/myimpact

FREQUENTLY ASKED QUESTIONS

Who runs United Way?

A volunteer [Board of Directors](#) and professional [staff](#) ensure that United Way is working effectively and efficiently to improve people's lives. Hundreds of local volunteers help make United Way a dynamic, growing, and responsive organization.

How much of my contribution is actually applied to program services?

Administrative and fundraising costs are kept very low because of the large number of volunteers involved in raising and allocating funds. Over the past five years, an average of 77¢ of every dollar was used for programming. Without United Way support, agencies would need to spend more of their own money and energy on their respective fundraising initiatives.

How are campaign funds distributed?

The United Way Community Impact Committee, consisting of United Way [Board members](#) and other volunteers representing various community perspectives, reviews applications from partner agencies that seek funding to support community programs. These volunteers use priorities from the [most recent community needs assessment](#) to decide where funds can have the greatest impact.

What is the value of giving to United Way when I can donate directly to an agency? With over 60 years of experience, United Way drives change by responding to our region's highest needs alongside partners from all sectors. We work to tackle complex issues that no one can address on their own: financial assistance, healthcare, food security, emergency shelter, and youth development. Services funded by United Way have a broad reach – reaching 1 in 3 community members each year.

United Way rallies our communities to work hand-in-hand. It takes everyone, and United Way helps bring them together. When we combine everyone's gifts, we can make a big collective impact. By donating to United Way's **Community Action Fund**, you are helping to create a

strong network of people and organizations who are ready to respond to the needs of our region as they arise.

You are also investing in high quality, results-oriented programs managed by United Way's partner agencies. Nonprofits are also able to use United Way allocations from the Community Action Fund as matching funds for state, federal, and private grants. Because our partner agencies don't need to spend as much money fundraising, more money goes into community services: 98% of funds raised stay in the community.

What records should a donor keep to meet IRS rules?

Campaign donors should keep a copy of their online receipt or completed pledge form for their tax records. They will also need a copy of their pay stub, W-2, or similar document showing the amount withheld and paid. They should consult their tax advisor for more information. United Way will send a receipt for all cash, check, credit card, and stock donations over \$250, and gratefully acknowledge all pledged gifts.

How much of a donation stays local?

Over 98% of your gift remains in your community helping families, neighbors, and co-workers. We voluntarily pay dues to our state and national associations in exchange for valuable information and referral services, consultation, supplies, training, and grant opportunities. Networking with other United Ways allows us to share ideas, materials, and other resources. As always, all our decisions are made locally by staff members and a volunteer board of directors who know this community and its needs.

Have additional questions? Visit our full FAQ's online at: www.unitedwaysci.org/faq.

DONOR CHOICE QUESTIONS

Can I designate a particular agency to receive my donation?

The **Community Action Fund** helps donors address a wide range of community issues with one gift. As an additional option, United Way offers a Donor Choice program, which allows contributors to direct all or part of their gift to a specific partner or non-partner agency or a United Way in another county. Directions are on pledge cards and in e-Pledge. To keep processing costs low for our donors, designated gifts must be at least \$25 per organization, or they will be directed to the United Way Community Action Fund.

What are the standards for partner and non-partner agencies?

Partner agencies must meet strict standards of governance, program effectiveness, and financial accountability; they are evaluated regularly as part of a volunteer-driven certification process. Agencies that aren't partners are not monitored by United Way, but we do verify their tax-exempt status.

Does United Way assess processing fees?

There is no fee for partner agencies to receive designations. Non-partner organizations are assessed a 12% fee on all donations to reimburse United Way's processing expenses. This is very low compared to most agencies' internal fundraising costs, and we establish eligibility at no

charge. Non-cash designations are reduced by an allowance, currently 6%, to account for uncollectible pledges.

What types of non-partner agencies are eligible to receive donor designations?

Organizations must have Section 501(c)(3) designation from the IRS; have local impact or a local presence; work in the areas of human service, the arts, or the environment; and be able to document a minimum one-year record of service. Federations, religious congregations, government units, and capital drives are not eligible. If the organization is not eligible for designations, United Way staff will discuss other funding options with the donor.

SAMPLE CAMPAIGN CALENDAR

This is an example of an outline you can use to build your campaign calendar. Fill this in with your chosen dates and customize the items on the calendar to reflect your company's campaign.

- _____ Official Campaign Kick-Off Date
- _____ Company kick-off event or meeting
- _____ Company -wide kick-off email
- _____ Campaign-related event (optional – can be held at any time)
- _____ Send campaign progress company-wide email (around the half-way point)
- _____ Send direct emails to past and new/prospective donors (Highly recommended!)
- _____ Send reminder company -wide email- a few days before campaign end date
- _____ Official company end of campaign)
- _____ Send Thank You company-wide email including campaign total (optional)
- _____ Send direct thank you cards or emails to donors
- _____ Send campaign pledge forms and donations to United Way within 2 weeks of campaign end date.

SAMPLE EMAILS

INSTRUCTIONS: These emails must be personalized by you for your workplace. The missing information that must be inputted is highlighted in yellow.

For E-Pledge (Online) Campaigns: For all parts that say (insert registrant website URL here), you must be sure to enter the **donor registrant website URL, not the coordinator URL. The coordinator URL will not work for donors.** Please reach out to United Way if you have any questions.

Sample 1: Kick-off Email

Subject: From Poverty to Possibility

The United Way 2023 campaign is kicking off! Join me in learning how you can help create lasting change. To pledge, please visit (insert registrant website URL here).

More than 45,000 households in south central Indiana are in, or one emergency away from, poverty – including 30% of households with children and 43% of senior (65+) households. Across our region, families work hard but still struggle to make ends meet – much less save for a stable future. Living paycheck to paycheck while hovering at or falling below the poverty line in the reality for 46 percent of families.

Your donation to United Way joins those of a community of supporters to fund local programs that help struggling families and individuals move from poverty to possibility. We respond to our region's highest needs by rallying partners from all sectors to tackle issues that no one can address on their own. Together in 2022, **we invested over \$2 million to create lasting change in our region.**

It takes everyone, and we need your help. Give today!
Thank you!

Sample 2: Campaign Progress Email

Subject: Join me to rally together!

I'm so excited to announce that our department has reached **XX%** of our United Way campaign goal. Please don't forget to make your donation by (insert campaign deadline) so that we can reach our goal of **\$X,XXX**.

Your donation stays local and will fund programs that help struggling families and individuals move from poverty to possibility. To pledge, please visit (insert registrant website URL here).

I'm proud to be part of this exciting effort that means so much to thousands of individuals and families who benefit from our combined campaign gifts. It takes everyone; join me to rally together to make an impact!

Thank you!

Sample 3: Reminder Email

Subject: Your gift makes a difference

Your gifts to United Way work around the clock, every day of the year. We are driving change by bringing partners from all sectors together to tackle complex issues that no one can address on their own.

Did you know:

- **\$2 per week** provides one week of emergency shelter to an individual in crisis
- **\$3 per week** helps a student in need access important prescription medications
- **\$10 per week** covers one year of a client's online therapy fees

Please join me and other coworkers in supporting the United Way campaign to help move struggling families and individuals from poverty to possibility. Your donation has never been more important to this community. Make your donation today at [\(insert registrant website URL here\)](#).

Thank you!

Sample 4: Email to Repeat Donors

Subject: Thank you for supporting United Way

I hope this email finds you well. I'm reaching out to say thank you for being a regular supporter of the United Way campaign. Your donations over the years have gone directly to our community to fund local programs that help move struggling families and individuals from poverty to possibility.

I'm emailing you to remind you to make this year's donation by [\(insert campaign deadline\)](#). Visit [\(insert registrant website URL here\)](#) to make your donation.

Your donation helps United Way drive change and respond to our region's highest needs by bringing partners from all sectors together to tackle complex issues that no one can address on their own. Just \$2 per week provides one week of emergency shelter to an individual in crisis, \$3 per week helps a student in need access important prescription medications, and \$10 per week covers one year of a client's online therapy fees.

It takes everyone, and United Way is rallying our communities to work hand-in-hand. We hope you'll join us and give today!

Thank you.

Sample 5: Email to Lapsed Donors (has donated in the past, but did not donate last year)

Subject: United Way needs your help

I hope this email finds you well. First, I'd like to thank you for supporting the United Way campaign in the past. Your donation(s) has/have gone directly to our community to fund local programs that help move struggling families and individuals from poverty to possibility.

We missed hearing from you last year! This year, United Way is rallying our communities to work hand-in-hand, and it takes everyone. We hope you'll join us again and give today. Visit (insert registrant website URL here) to make your donation before (insert campaign deadline).

Your support will help United Way drive change and respond to our region's highest needs by bringing partners from all sectors together to tackle complex issues that no one can address on their own. Just \$2 per week provides one week of emergency shelter to an individual in crisis, \$3 per week helps a student in need access important prescription medications, and \$10 per week covers one year of a client's online therapy fees.

Thank you!

Sample 6: Email to New Donors

Subject: Join us, it takes everyone!

I hope this email finds you well. I'm reaching out to invite you to join me in supporting the United Way fundraising campaign.

(Organization name) is proud to support the United Way community fundraising campaign by offering our employees the option to donate through payroll deduction. Along with many partners from all sectors, United Way drives change by responding to our region's highest needs, funding solutions to complex issues that no one can tackle on their own.

More than 45,000 households in south central Indiana are in, or one emergency away from, poverty – including 30% of households with children and 43% of senior (65+) households. Across our region, families work hard but still struggle to make ends meet – much less save for a stable future. Living paycheck to paycheck while hovering at or falling below the poverty line in the reality for 46 percent of families.

It takes everyone, and United Way is rallying our communities to work hand-in-hand. We need your help, give today! Visit (insert registrant website URL here) to donate before (insert campaign deadline).

Thank you!

Sample 7: Thank You Email

Subject: Thank you!

Thank you for your generous donation to this year's United Way campaign. Thanks to donors like you, we raised \$XXX, which was XX% of our goal. I'm proud of how we rallied together to make an impact. It takes everyone, and you showed up!

Together, we are changing the stories of thousands of people, which is no small task. It takes a little bit from all of us to make those positive changes for so many. Feel great, pat yourself on the back and know that every day this year, your donation is helping move struggling families and individuals from poverty to possibility.

Thank you!