

LIVE UNITED



Monadnock United Way

Sample Email Communications

Note: Be sure to customize and update these drafts for your workplace.

Two Weeks Before the Campaign Begins: Announce the Campaign

To: All Staff

Subject: Monadnock United Way Campaign

Dear _____,

Mark your calendars! (Company Name)'s Monadnock United Way Campaign begins (date). As Employee Campaign Chair, I look forward to the many fun and interesting activities we have planned. This year's campaign focuses on ways we can be **BETTER TOGETHER** in our community.

Stay tuned for more details. Meanwhile, learn more about Monadnock United Way at www.muw.org.

One Week Before the Campaign Begins

To: All Staff

Subject: Monadnock United Way Campaign

Dear _____,

The (Company Name)'s Monadnock United Way Campaign is starting next week. We have planned many interesting and fun activities to highlight the impact your contributions make in our community.

Monadnock United Way is asking people across our community to be **BETTER TOGETHER: Give. Advocate, Volunteer.**

Look for more information next week!

Campaign Kickoff

To: All Staff

Subject: Monadnock United Way Campaign

Dear _____,

The (Company Name)'s Monadnock United Way Campaign kicks off today! We are excited to get started because at (Company Name), we recognize that when you reach out a hand to one, you influence the condition of all and we live

BETTER TOGETHER.

Too many people in our region are silently suffering. We may not see or experience the extent of their pain and stress. But it exists. Hardship hides behind closed doors. It lives in neighborhoods we know well and those we never walk through. It dwells in every corner of our community, near and far.

Consider this. Prior to Covid-19:

- We had the third highest rate of child abuse and neglect in the state
- Our children scored lower than the rest of the state in English and math
- One quarter of our residents were low-income. The rest of NH the rate is 1 in 5

These statistics are likely to get worse in the months to come.

When our neighbors cannot work, earn enough money, afford to buy enough food or keep a roof over their heads, hardships grow and multiply. This creates toxic stress that affects entire families and communities. And a downward cycle continues.

But it doesn't have to be that way.

Our region has proven time and again that we are Better Together.

United Together, we can:

- Ensure people have good food and safe homes to live in
- Prepare children and families for success
- Create financially stable homes

With your support, we can eliminate fear and uncertainty. We can lift up our region. We can make it vibrant in the face of hardship.

Your neighbors need your more than ever to receive critical services that keep people and families whole.

We will also have some fun events and raffles. Be sure to attend the kickoff to find out more!

As an employee of _____ you can make this community strong. You have been there for MUW in the past and your gift is needed now more than ever.

MUW's campaign closes on December 31st. It is urgent that you make your gift today to help MUW meet or exceed the campaign goal of \$1,277,000. Please join me in making a gift today.

***Donate today by payroll deduction at [use link sent in campaign communication email from MUW Campaign Manager](#)

Please join me in making a donation to Monadnock United Way!

Note: include video link

Tuesday Campaign Reminder

To: All Staff

Subject: Monadnock United Way Campaign Update

Dear _____,

It is (Company Name)'s Monadnock United Way Campaign second day and we are off to a great start. Currently, (Company Name) has raised (XX%). But we still have more to raise to help this community be **BETTER TOGETHER!**

Your gift will help Monadnock United Way achieve results in the areas of greatest need in our community. Large or small, your gift can help change someone's life.

If you have not made your decision, please join me today by making a donation to Monadnock United Way to help them reach their goal of \$1,277,000. These funds will help people facing uncertainty and hardships receive the services they need to be whole. Without those funds, more people will be hungry, more will lose their homes, and more children will fall behind in school and life.

Stay tuned for tomorrow's email!

Note: include video link and link to MobileCause page

Wednesday Campaign Reminder

To: All Staff

Subject: Monadnock United Way Campaign Update

Dear _____,

It is (Company Name)'s Monadnock United Way Campaign third day and we are off to a great start. Currently, (Company Name) has raised (XX%). But we still have more to raise to help this community be **BETTER TOGETHER!**

Your gift will help Monadnock United Way achieve results in the areas of greatest need in our community. Large or small, your gift can help change someone's life.

If you have not made your decision, please join me today by making a donation to Monadnock United Way. Your donation will help Monadnock United Way partner agencies provide rent, gas, and utility assistance. Much like the residents of our community, MUW's partners are also experiencing hardship as funding is cut and fundraising events are canceled. Yet they continue to provide services to residents in need! Your donation will ensure those services can continue.

Don't forget to get your raffle tickets! Don't miss out on a chance to win (insert description of prizes).

Stay tuned for tomorrow's email!

Note: include video link and link to MobileCause page

Thursday Campaign Reminder

To: All Staff

Subject: Monadnock United Way Campaign Update

Dear _____,

It is (Company Name)'s Monadnock United Way Campaign fourth day and we are off to a great start. Currently, (Company Name) has raised (XX%). But we still have more to raise to help this community be **BETTER TOGETHER!**

Your gift will help Monadnock United Way achieve results in the areas of greatest need in our community. Large or small, your gift can help change someone's life.

Remember, your donation to Monadnock United Way helps us all live BETTER TOGETHER by:

- Ensuring people have good food and safe homes to live in
- Preparing children and families for success
- Creating financially stable homes

We still have plenty of raffle tickets! Don't miss out on a chance to win (insert description of prizes).

Stay tuned for tomorrow's email!

Note: include video link and link to MobileCause page

Friday Campaign Last Day

To: All Staff

Subject: Monadnock United Way Campaign Final Day

Dear _____,

It is (Company Name)'s Monadnock United Way Campaign final day and we
toned your help achieving our goal. Currently, (Company Name) employees have
raised (\$XX). Your gift will help us all live **BETTER TOGETHER!**

Your gift will help Monadnock United Way achieve results in the areas of greatest
need in our community. Large or small, your gift can help change someone's life.
If you have not made your decision, please join me today by making a donation
to Monadnock United Way.

This is also the final day for your chance to enter our raffles! Winners will be
drawn at (enter time), so be sure to buy your tickets by (enter time).

Note: include video link and link to MobileCause page

Campaign Thank You

To: All Staff

Subject: Monadnock United Way Campaign

Dear _____,

Thank you for participating in this year's Monadnock United Way campaign. I am
pleased to announce that because of your support, (Company Name) has raised
(\$XXX)!

Dedicated donors like you help Monadnock United Way achieve its mission to create opportunities for a higher quality of life for all in the Monadnock Region. Your gift serves to strengthen the community where you live by tackling key issues for Children, Education, and Financial Stability.

I am proud that you have joined me in responding to the call to be **BETTER TOGETHER**. Together, we are able to magnify the impact of Monadnock United Way's work and inspire others to do the same.