

United Way of Olmsted County Sample Campaign Emails

Email #1

Subject: Join Me in Supporting United Way

Hello [Name],

I am writing to you as our volunteer Workplace Champion for United Way of Olmsted County, a local nonprofit organization that supports the education, health, and financial stability of every person in our community. **When you support United Way, you are impacting the lives of over 40,000 local individuals and families.**

I invite you to join me and donate through our Workplace Campaign. When we all come together and give, our donations go a long way in improving our local community. Your donation will help United Way of Olmsted County invest in programs and initiatives that address our community's most pressing needs and create lasting change.

United Way of Olmsted County invests over \$1 million annually in assistance to local organizations and nonprofits; collaboratively operates programs and shared resources, such as the 211 resource line, VITA tax program, Dolly Parton's Imagination Library, and Running Start for School; and works with partners from many organizations and walks of life to create systems change, such as Cradle 2 Career and Community Schools.

You can donate online at [link] or fill out a pledge form and return it to me by [date]. You can easily give through payroll deduction or make a direct gift today. No gift is too small or too large; every dollar makes an impact. It's simply getting involved that matters the most.

Thank you for your generosity! Together, we can create a better place for everyone to live and work.

Sincerely,

[Your name]

P.S. When you make a gift, you are automatically entered into this year's Give United Drawing! Win big and give big – you have the chance to win \$5,000 for you and \$5,000 to give to a family in need.

Email #2

Subject: Make a Difference with United Way

Hello [Name],

Did you know that United Way of Olmsted County invests in the health, education, and financial stability of every person in our community? Last year, our local United Way accomplished the following:

- Invested over \$1 million in local nonprofit organizations that make a difference in our community
- Helped over 2,800 households file their taxes for free through the VITA program
- Provided resources to over 4,500 individuals through their 211 information and referral service
- Gave over 3,000 students free backpacks and school supplies through Running Start for School

As our Workplace Champion for United Way of Olmsted County, I ask you to join me in supporting these programs by donating through our Workplace Campaign. Your donation will help United Way of Olmsted County continue to invest in programs that make a difference in people's lives.

You can donate **online at [link]** or **by filling out a pledge form and returning it to me by [date]**. You can easily give through payroll deduction or make a direct gift today. No gift is too small or too large; every dollar makes an impact.

Thank you for your generosity! Together, we can improve lives and strengthen our community.

Sincerely,

[Your name]

P.S. When you make a gift, you are automatically entered into this year's Give United Drawing! Win big and give big – you have the chance to win \$5,000 for you and \$5,000 to give to a family in need.

Email #3

Subject: Every Dollar Makes a Difference with United Way

Hello [Name],

I am writing to you as our volunteer Workplace Champion for United Way of Olmsted County, a local nonprofit organization that supports the education, health, and financial stability of every person in our community. **When you support United Way, you are impacting the lives of over 40,000 local individuals and families.**

I invite you to join me and donate through our Workplace Campaign. When we all come together and give, our donations go a long way in improving our local community.

Here's how your gift can make a difference:

- \$25 (or \$1/pay period) - Provide a year of books to a kid through United Way's partnership with Dolly Parton's Imagination Library
- \$50 (or \$2/pay period) - Help fund free tax services for 10 households through United Way's collaboration with VITA
- \$100 (or \$4/pay period) - Support 15 local students through United Way's Community School partnership, providing access to food shelves, resource rooms, and health services
- \$500 (or \$40/pay period) - Connect 75 local individuals and families with critical referrals and resources, such as eviction, food, and safety assistance, through United Way's 211 resource line

You can donate online at [link] or fill out a pledge form and return it to me by [date]. You can easily give through payroll deduction or make a gift directly today. No gift is too small or too large; every dollar makes an impact. Your donation of any size will help United Way of Olmsted County invest in programs and initiatives that address the most pressing needs in our community and create lasting change.

Thank you for your generosity! Together, we can create a better place for everyone to live and work.

Sincerely,

[Your name]

P.S. When you make a gift, you are automatically entered into this year's Give United Drawing! Win big and give big – you have the chance to win \$5,000 for you and \$5,000 to give to a family in need.