IU UNITED WAY CAMPAIGN SAMPLE EMAILS

Cut and paste these emails and fill in the personalized information before sending to your team, department, or individual donors. Information that needs to be filled in is highlighted in yellow.

**Sample 1: Kick-off Email**

**Subject:** From Poverty to Possibility

IU’s United Way 2023 campaign is kicking off! Join me in learning how you can help create lasting change by helping us reach our department fundraising goal of $XXX. To pledge, please visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

**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 December 13 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 [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

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 IU 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 before the payroll deduction deadline on December 13 at [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

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 IU 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 before the payroll deduction deadline on December 13. Visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) 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 IU 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 [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to make your donation before the payroll deduction deadline on December 13.

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 IU United Way fundraising campaign.

United Way is the only organization that IU supports by allowing employees to make donations through payroll deduction. Along with partners from all sectors, United Way drives change by responding to our region’s highest needs, funding programs that address 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 [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to donate before the payroll deduction deadline on December 13.

Thank you!

**Sample 7: Thank You Email**

**Subject:** Thank You!

Thank you for your generous donation to this year’s IU United Way campaign. Thanks to donors like you, our department 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!