SAMPLE EMAILS

Visit our online campaign toolkit to download these messages so you can easily cut and paste. <https://www.monroeunitedway.org/IUToolkit>

**Sample 1: Kick-off Email**

**Subject:** Rebuild Community, Rebuild Hope

IU’s United Way 2022-23 campaign, **Rebuild Community, Rebuild Hope**, is kicking off! Join me in learning how you can help create lasting change. To pledge, please visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

Even before the pandemic, nearly 50% of our community teetered either right above or fell below the poverty line. By supporting United Way, you will help friends and neighbors weather life’s storms and thrive.

Giving to United Way is the best way to help the most people in need. One gift of any size has the power to transform lives across the community when joined with the gifts of coworkers, friends, and neighbors.

As little as a $2 a week donation can buy a week’s worth of early childhood meals and snacks. And $5 a week can provide people with four months of city bus transportation to and from work.

Thank you for your compassionate and generous response to this year’s fall fundraising drive. Together, we can **Rebuild Community, Rebuild Hope**!

Thank you!

Sample 2: Campaign Progress Email

Subject: Congratulations!

We’ve reached XX% of our United Way campaign goal. Please don’t forget to make your donation by December 14 so that we can achieve our final goal of $XXX,XXX.

If you haven’t done so yet, please join me by making a gift to United Way of Monroe County. Your donation stays local and will help friends and neighbors weather life’s storms and thrive. 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. Every single gift has the power to **Rebuild Community, Rebuild Hope!**

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. When you can’t be present to serve a homeless person a warm meal, or drive a senior to a medical appointment, United Way is there working in your stead.

Did you know:

* **$2 per week** provides a flu shot to five patients
* **$3 per week** feeds someone in need one warm, nutritious meal per week
* **$20 per week** keeps 10 households in their homes through rent assistance

Please join me and other coworkers in supporting the IU United Way campaign to **Rebuild Community, Rebuild Hope**. Your donation has never been more important to this community. Make your donation today 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. First, I’d like to 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 help friends and neighbors weather life’s storms and thrive.

I’m emailing you to remind you to make this year’s donation before the payroll deduction deadline on December 14. Visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to make your donation.

This year, the United Way campaign theme is **Rebuild Community, Rebuild Hope**. Your donation will make a real difference in the community! Just $2 per week provides a flu shot to five patients, $3 per week feeds someone in need one warm, nutritious meal per week, and $20 per week keeps 10 households in their homes through rent assistance.

Thank you for your continued support of United Way! Together, we can Rebuild Community, Rebuild Hope.

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

**Subject:** Rebuild Community, Rebuild Hope

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 help friends and neighbors weather life’s storms and thrive.

I’m emailing because, according to our records, we have not heard from you yet this year. If your donation has crossed in the mail with this message, we ask your patience. Just a reminder that pledges do not automatically renew, and we’ll need to hear from you before the payroll deduction deadline on December 14 in order to count your pledge in this year’s fund drive. Please join me again by visiting [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to make your pledge.

Your donation will make a difference in the community! Just $2 per week provides a flu shot to five patients, $3 per week feeds someone in need one warm, nutritious meal per week, and $20 per week keeps 10 households in their homes through rent assistance. Together, we can **Rebuild Community, Rebuild Hope**. Please help.

Thank you!

**Sample 6: Email to New Donors**

**Subject:** Join us to Rebuild Community, Rebuild Hope

I hope this email finds you well. I’m emailing to invite you to join me in supporting the IU United Way fundraising campaign, **Rebuild Community, Rebuild Hope**.

United Way is the only organization that IU supports by allowing employees to make donations through payroll deduction. United Way supports 23 partner agencies and works tirelessly to address needs in our community such as homelessness, food security, education, and mental health.

Giving to United Way is the best way to help the most people in need. One gift of any size has the power to transform lives across the community when joined with the gifts of coworkers, friends, and neighbors.

* **$2 per week** provides a flu shot to five patients
* **$3 per week** feeds someone in need one warm, nutritious meal per week
* **$20 per week** keeps 10 households in their homes through rent assistance

Please join me again this year by making your donation before the payroll deduction deadline December 14. Visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to donate.

Thank you!

**Sample 7: Thank You Email**

**Subject:** Thank You!

Thank you for your generous donation to this year’s IU United Way campaign. Because of your generosity, and that of our coworkers, we raised $XXX, which will impact the lives of thousands of individuals and families in our area. We also reached XX% percent participation in the campaign this year. You can feel good about all the transformative change your support helps create!

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, both families and individuals.

Feel great, pat yourself on the back and know that every day this year, your donation is helping **Rebuild Community, Rebuild Hope.**

Thank you!