Whether this is your first time to be involved with a United Way workplace campaign or you’ve been involved for years, here are a few key messages to help you share about our impact in the community. Alongside your personal United Way story - why you believe in United Way - these messages show the difference we make when we all LIVE UNITED.

- **Giving·People·Hope:** Our mission statement is intentionally simple. These three words are the words we live by and the words we strive daily to live up to as we partner with the community to shed light on some of our most challenging problems and to bring hope to every person in the Lubbock area.

- **United Way is not a short-term investment; it’s about lasting change.** We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.

- **We address the complexity of people’s lives and communities** by targeting the root causes of issues and responding to immediate basic needs.

- **Giving to United Way's Community Fund is the most efficient and powerful way to invest in your community.** It is also the best way for United Way to leverage donor dollars strategically.

- **We're local and committed to making a local impact.** 99 cents of every dollar stays right here on the South Plains to be invested in the lives of our neighbors. We only invest in programs at agencies that are in good financial health. Program results are measurable, sustainable, and meet current community needs.

- **Change doesn’t happen alone.** The work of United Way is a collaborative effort between our organization, our 23 Community Partners, a number of community-wide efforts and coalitions, and you.
[DATE]

[FIRST AND LAST NAME]
[ORGANIZATION]
[ADDRESS]
[CITY, STATE ZIP]

Dear [SALUTATION]:

Lubbock Area United Way fights for the health, education, and financial stability of every person in our local community.

Our community’s problems are interrelated, and only by working together can we address the complex causes of poverty, school readiness, child abuse, and many other issues in a way that no single agency, donor, volunteer, or sector of the community can do alone.

This is why we are asking you to consider making a gift this year to United Way, supporting programs that tackle critical community issues by addressing their root causes related to health, education, and financial stability. Your gift to the Community Fund helps United Way fund programs to the degree they deserve and address key issues in our community.

Change only happens if we all join together. I encourage you to join me in supporting United Way’s 2018 Annual Campaign.

Thank you for Living United.
Sincerely,

[CEO SIGNATURE]

[CEO NAME]
Campaign Preview Email

**Send time:** One week before workplace campaign launch  
**Sender:** Campaign Coordinator  
**Subject:** Make your moment.

[NAME],

Are you the kind of person who wants to own the future of your community? Who wants to make meaningful moments happen for yourself and your neighbors?

Then this your moment.

Join us next week for our United Way Campaign Meeting when we'll share how you can get involved with our company's effort to support Lubbock Area United Way and our community.  

[DATE], [TIME]  
[LOCATION]  
[INCENTIVE TO COME, I.E. BREAKFAST PROVIDED]

Whether you're interested in ending homelessness, making sure more youth succeed in school or making our community healthier, United Way is your chance to be a part of the solution.

That's what this year's United Way workplace campaign is all about, and I hope you'll join your coworkers here at [COMPANY NAME] in making life-changing moments happen right here on the South Plains.

Watch this video to learn more about how you can make your moment -- then add your name to say you're in:

[CAMPAIGN VIDEO]

SIGNATURE}
Campaign Kickoff Email

**Send time:** Campaign kickoff day, following campaign meeting  
**Sender:** Campaign Coordinator  
**Subject:** What would our community look like if everyone pitched in?

[NAME],

Today’s the day! We’re launching our 2018 United Way Campaign, and with your support, all of us here at [COMPANY NAME] can create lasting change for our community.

Together, we can tackle some of the biggest problems our South Plains community are facing. Your gift to United Way is not a short-term investment it’s about lasting change.

Let’s embrace these moments of opportunity and make our community as strong as it can be.

[ADD COMPANY GOAL + COMPANY INCENTIVES TO GIVE]

Join your coworkers in participating in this year’s campaign to help us hit our goal and show the world what we’re all about here at [COMPANY NAME].

Thanks for your commitment to making this community a better place to live for everyone!

[SIGNATURE]
CEO Kickoff Email

Send time: Day after campaign kickoff
Sender: CEO
Subject: FWD: What would our community look like if everyone pitched in?

I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2018 [COMPANY NAME] United Way campaign.

The critical work of United Way is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

I’m immensely proud of this group of people for supporting such a great cause, and I’m excited to see what we accomplish together.

[ADD COMPANY GOAL + INCENTIVES TO GIVE]

Thanks so much for being part of this -- read below for more details.

[SIGNATURE]
Send time: Midway through the campaign  
Sender: Campaign Coordinator  
Subject: Here's how you're making moments

[NAME],

We’re halfway through our United Way Workplace Campaign, and [IF CLOSE TO GOAL>>great news –] we’re [$$XXXX → PROGRESS TO GOAL] away from our goal! It’s going to take all of us here at [COMPANY NAME] to step up to get there.

And we can’t afford not to. People like [CHOOSE A NAME FROM THE CAMPAIGN VIDEO YOU THINK WILL RESONATE WITH YOUR COWORKERS, I.E. MICHAEL] are counting on us. Check out [HIS/HER] story to learn more about how your donation to United Way helps make life-changing moments happen:

[LINK TO VIDEO ABOUT PERSON NAMED ABOVE: EVERY PERSON/GROUP FEATURED IN THE 2018 UNITED WAY CAMPAIGN VIDEO ARE FEATURED IN THEIR OWN VIDEO WHERE YOU CAN LEARN MORE ABOUT THEIR STORY]

[NAME OF PERSON ABOVE] is changing [HIS/HER] life thanks to your support of Lubbock Area United Way.

[ADD COMPANY GOAL + COMPANY INCENTIVES TO GIVE]

Thanks for being part of this!

[Signature]

P.S. If you want to see more stories from people like [NAME OF PERSON ABOVE], sign up to get United Way updates on how your support is making a difference right here on the South Plains.
Last Call Email

Send time: Last day of the campaign  
Sender: Campaign Coordinator  
Subject: Last chance to make your moment

[NAME],

If you’ve been waiting for the right time to join our United Way Campaign, this is it!

Today is the last day to [GIVE], and join [PARTICIPATION RATE] % of your co-workers who have already committed to supporting the life-changing, community-building work of Lubbock Area United Way.

Join them, and be a part of [COMPANY NAME]’s United Way campaign:

[INSERT ASK HERE]

Your gift will send a message, loud and clear -- that [COMPANY NAME] is investing in the future of the South Plains. It only takes one moment, and every commitment brings us that much closer to a stronger, safer, and healthier community.

Thank you for everything you do to make moments happen!

[SIGNATURE]
End of Campaign Thank You Email

**Send time:** As soon as campaign data is available  
**Sender:** Campaign Coordinator  
**Subject:** [IF HIT GOAL>>You made your moment! //IF NOT>>Thank you!]

[NAME],

Wow, what an amazing [WEEK/COUPLE OF WEEKS>>PERSONALIZE FOR LENGTH CAMPAIGN]!

I’m so proud to say that our [COMPANY NAME] team [IF HIT GOAL>>hit our goal of raising $GOAL! //IF NOT>>really stepped up] for United Way’s Campaign. In fact, here’s what we accomplished together:

[PICK ONE OR MORE OF THE BELOW TO SHARE]  
[PARTICIPATION RATE]% of employees gave to United Way.  

That’s truly amazing stuff, and I’m so thankful to each and every one of you who were a part of it. Together, we’re making meaningful moments happen for people in need. To learn how your support is powering United Way to keep doing critical work for our community all year long, make sure to sign up to receive updates here.

Thanks again!

[SIGNATURE]
CEO Thank You Email

Send time: Day after coordinator thank you email
Sender: CEO
Subject: FWD: [ORIGINAL SUBJECT LINE]

I just wanted to drop a line to say -- THANK YOU!!

The numbers for this year’s United Way Campaign are absolutely incredible. I’m so proud of all of you here at [COMPANY NAME] who stepped up to help make our community a better place.

You all inspire me so much every day. Thank you again for being such compassionate, caring people -- and for all your hard work.

In case you missed the full breakdown of results, check out [CAMPAIGN COORDINATOR NAME]’s email below for an extra dose of inspiration.

Thanks again,

[SIGNATURE]
**SOCIAL MEDIA POSTS**

**Facebook**

**Share Campaign Video:** Visit www.facebook.com/liveunitedlubbock and click "Videos" to access and share campaign videos.

- We are what it means to LIVE UNITED. [COMPANY NAME] proudly supports @LubbockareaUnitedWay.
- Our team proudly supports @LubbockAreaUnitedway Here’s why.
- Proud to stand shoulder-to-should with @LubbockAreaUnitedWay to make the South Plains an even better place to live and work!

**Share Your Campaign Events:** Post photos and video from your campaign meeting and other campaign events.

- We’re excited to kickoff [COMPANY NAME]’s United Way Campaign and invest in proven programs that make our community better. Thanks, @LubbockAreaUnitedWay!
- A lot of fun, all for a good cause. Today, we kicked off our campaign in support of @LubbockAreaUnitedWay.

**Share Our Website:** Link to Lubbock Area United Way’s website where people can sign-up for our newsletter and stay up-to-date on how they can get involved.

- Our friends at @LubbockAreaUnitedWay are making our community better. Join them: http://liveunitedlubbock.org
- Join us and @LubbockAreaUnitedWay in making the South Plains an even better place to live. http://liveunitedlubbock.org
- We support @LubbockAreaUnitedWay because it means investing in proven programs and building a brighter future for the South Plains. http://liveunitedlubbock.org

**Twitter**

**Share Campaign Video:** Visit https://www.youtube.com/user/LubbockUnitedWay to access and share campaign videos.

- Our work with @liveunitedLBK helps make life-changing moments like these possible: #liveunitedLBK [YOUR COMPANY HASHTAG]
- Every day, @liveunitedLBK makes an impact on the South Plains. That’s why we’re proud to support them. #liveunitedLBK [YOUR COMPANY HASHTAG]
- Our team is glad to support @liveunitedLBK - take a look and see why! #liveunitedLBK [YOUR COMPANY HASHTAG]
## SOCIAL MEDIA POSTS

### Twitter

**Share Your Campaign Events:** Post photos and video from your campaign meeting and other campaign events.

- We’re living united today as we kick off our campaign in support of @liveunitedLBK! [YOUR COMPANY HASHTAG]
- We’re excited to get our @liveunitedLBK campaign rolling today! Supporting a great cause and making an impact in our community. #liveunitedLBK [YOUR COMPANY HASHTAG]

**Share Our Website:** Link to Lubbock Area United Way’s website where people can sign-up for our newsletter and stay up-to-date on how they can get involved.

- Our friends at @liveunitedLBK are making our community better. Join them: http://liveunitedlubbock.org #liveunitedLBK [YOUR COMPANY HASHTAG]
- Join us and @liveunitedLBK in making the South Plains an even better place to live. http://liveunitedlubbock.org #liveunitedLBK [YOUR COMPANY HASHTAG]
- We support @liveunitedLBK because it means investing in proven programs and building a brighter future for the South Plains. http://liveunitedlubbock.org #liveunitedLBK [YOUR COMPANY HASHTAG]

### Instagram

**Share Campaign Video:** Email marketing@liveunitedlubbock.org for a copy of the 30-second PSA.

- Our work with @liveunitedlubbock helps make life-changing moments like these possible. #liveunitedLBK [YOUR COMPANY HASHTAG]
- Every day, @liveunitedlubbock makes an impact on the South Plains. That’s why we’re proud to support them. #liveunitedLBK [YOUR COMPANY HASHTAG]
- Our team is glad to support @liveunitedlubbock. Take a look and see why! #liveunitedLBK [YOUR COMPANY HASHTAG]

**Share Your Campaign Events:** Post photos and video from your campaign meeting and other campaign events.

- We’re living united today as we kick off our campaign in support of @liveunitedlubbock! [YOUR COMPANY HASHTAG]
- We’re excited to get our @liveunitedlubbock campaign rolling today! Supporting a great cause and making an impact in our community. #liveunitedLBK [YOUR COMPANY HASHTAG]