



## IT'S EASY TO SHARE ABOUT UNITED WAY

### SAMPLE COMMUNICATIONS

#### KEY MESSAGES

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 work with community stakeholders to address the root causes of challenges our South Plains communities face. Currently, we are focused on the priority areas of education, child abuse, sex trafficking, and mental health.
- Continuous Giving. In the wake of the pandemic, the needs in our community have never been greater. We ask that those who are able to continue giving at the same level as they have in the past and, if possible, to consider giving a few dollars more per paycheck.
- 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. 98 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 Community Partners, community-wide efforts and coalitions, and you.

# SAMPLE COMMUNICATIONS

## CEO LETTER



Lubbock Area United Way

**[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.

In the wake of COVID-19, the needs have never been greater.

This is why we are asking you to consider making a gift this year to Lubbock Area 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 require and address key issues in our community.

Hope starts here - in me, in you, in our company, in our community. I encourage you to join me in supporting United Way's 2020 Annual Campaign.

Thank you for Living United.

Sincerely,

**[CEO Name]**

### CAMPAIGN PREVIEW EMAIL

**Send time:** One week before workplace campaign launch

**Sender:** Campaign Coordinator

**Subject:** Hope starts here

**[NAME],**

Our community has never needed you more. We want to ignite hope on the South Plains because we believe that *hope starts here* - in you, in our company, in our community.

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 the South Plains.

**[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 continuing to address the needs created by COVID-19, 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 in our community.

Watch this video to learn more about how we can ignite hope together.

[2020 UNITED WAY 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 2020 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 communities 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 2020 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 our team 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]**

### SAMPLE IMPACT EMAIL

**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 **[\$X,XXX]** away from our goal! It's going to take all of us to step up to get there. And we can't afford not to. Our South Plains neighbors are counting on us. Check out this virtual tour through [\[CHOOSE A COMMUNITY PARTNER TOUR FROM OUR YOUTUBE PLAYLIST\]](#) to learn more about how your donation to United Way helps make life-changing moments happen:

**[ADD COMPANY GOAL + COMPANY INCENTIVES TO GIVE]**

Thanks for being part of this!

**[SIGNATURE]**

P.S. If you want to see more videos like this one, [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 gift

**[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 our 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 ignite hope in our community.

**[SIGNATURE]**

### END OF CAMPAIGN THANK YOU EMAIL

**Send time:** As soon as campaign data is available

**Sender:** Campaign Coordinator

**Subject:** Thank you! Hope starts here with 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]**

Our employees gave **[\$[DOLLARS PLEDGED]** to United Way.

**[PARTICIPATION RATE]%** of employees gave to United Way.

**[NUMBER OF DONORS]** 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 igniting hope for people in need. To learn how your support is empowering 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: Thank you! Hope starts here with you!

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]**

### FACEBOOK

**Share the 2020 Campaign Video:** Visit [www.facebook.com/liveunitedlubbock](http://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 Lubbock Area United Way.
- Our team proudly supports Lubbock Area United Way. Here’s why.
- Proud to stand shoulder-to-shoulder with Lubbock Area United Way 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 our United Way Campaign and invest in proven programs that make our community better. Thanks, Lubbock Area United Way!
- A lot of fun, all for a good cause. Today, we kicked off our campaign in support of Lubbock Area United Way.

**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 Lubbock Area United Way are making our community better. Join them in igniting hope in our community. <http://liveunitedlubbock.org>
- Join us and Lubbock Area United Way in making the South Plains an even better place to live. <http://liveunitedlubbock.org>
- We support Lubbock Area United Way 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/LubbockUnitedWay> to access and share campaign videos.

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

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

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### INSTAGRAM

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

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- Every day, @lubbockunitedway makes an impact on the South Plains. That's why we're proud to support them. #hopestartshere **[YOUR COMPANY HASHTAG]**
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