**United Way Email Campaign**

**10 Days/2 Weeks**

**Instructions:**

*Thank you for running a United Way campaign this year. Please use the following emails to help your employees and/or colleagues learn about Great Rivers United Way, and encourage them to get involved in your company’s United Way campaign.*

***We suggest communicating campaign dates, activities, and additional logistics prior to sending these emails, or at the bottom of your signature, so your team is aware of the campaign and how they can participate.*** *These emails are a tool to help encourage participation but work best in tandem with other campaign best practices.*

*Please note: some of these emails contain links to YouTube and/or the gruw.org website. If your company blocks either of these sites, the links will not work for your employees.*

**How to use the email-a-day campaign:**

1. Copy and paste the “Email Subject” into the subject line of a new email.
2. Copy and paste the text below the “Email Subject” into the body of this new email.
3. Fill in the highlighted field(s) in the body of the email.
4. Insert your company’s “Donation Instructions” in the highlighted field at the bottom of the email. If you do not know these, reach out to Tim to help confirm forms/instructions.
5. Send to all employees.
6. Repeat each day of your campaign (10 days/2 work weeks). If you are running a month campaign, send every other day, or just pick a few of your favorites!

If you have any questions or concerns, please contact:

Tim Medinger  
Campaign Coordinator  
[tmedinger@gruw.org](mailto:tmedinger@gruw.org)   
(608) 796-1400, Ext. 112

**Day 1**

EMAIL SUBJECT: You make a difference

Did you know that Great Rivers United Way funded services are utilized once every 40 seconds?

This doesn’t happen without you – Every One Counts. Every *one* person and every *one* dollar collectively allow Great Rivers United Way to fund programs to help those in need.

With the many and varied challenges our neighbors, colleagues, and friends face – where does someone who wants to make a financial contribution begin?

Do you focus on giving to early childhood education?

Or how about supporting those struggling with homelessness?

What about making sure families have access to nutritious and healthy food?

Or, do you make a single gift to Great Rivers United Way, helping everyone above, plus thousands more?

Your gift to Great Rivers United Way’s Community Impact Fund through Company X’s workplace campaign ensures that your donation is invested where the need is greatest. Donations are monitored to ensure programs are effective, meet current community needs, and are financially stable and sustainable.

It’s simple: a gift to Great Rivers United Way is the single most powerful way to make a difference in our community.

Last year, Great Rivers United Way helped 66,844 people in the Coulee Region. Over the next few days, I’ll share incredible stories about how donations to Great Rivers United Way are changing lives right here in our community.

Sincerely,

CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

**Day 2**

EMAIL SUBJECT: A day in the life

How do you start your day? Do you worry about transportation to get where you need to go? Have you ever stressed about who is going to care for your children while you’re at work? Did you sleep well the night before because you had shelter?

We all live different lives and face various barriers throughout the day. Donations to Great Rivers United Way help local people access resources to better their life, no matter their background or challenges.

Donations to Great Rivers United Way cast a wide net, supporting various pressing issues in our community. Whether that’s helping a senior receive a hot meal, providing a safe space for teens seeking support, or answering a crisis call for someone escaping domestic violence. Learn more here about how your donation impacts community members all day, every day at [www.gruw.org/adayinthelife](http://www.gruw.org/adayinthelife).

**Every One Counts. You truly can help make a difference to the lives of many. Together, collectively, we can have a BIG impact.**

Thank you,  
CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

*Cross check hyperlink works before sending or attach “Day in the Life” handout from Campaign Center:* [*https://www.greatriversunitedway.org/wp-content/uploads/2023/06/gruw\_a-day-in-the-life\_2023-24.pdf*](https://www.greatriversunitedway.org/wp-content/uploads/2023/06/gruw_a-day-in-the-life_2023-24.pdf)

**Day 3**

EMAIL SUBJECT: Carolyn persevered

On average, it takes a survivor seven times to leave their abuser before staying away for good. Your donation to Great Rivers United Way supports programs that help survivors of abuse forge their own path.

In 2022, Great Rivers United Way funded programming served a total of 1,352 people experiencing domestic violence, and 1,101 children experiencing child abuse. An additional 485 families were served in 2022, by GRUW funded programming, to prevent child abuse.

Whether it be providing the necessary safety measures for leaving abusive relationships, offering and connecting people to resources to stand on their own two feet, encouragement and support, or all of the above, these programs are here for those who need it most.

Carolyn faced a lot of barriers from very early childhood to the beginnings of adulthood and on. As she became a new mother, she knew she would fight to the grit to make sure her child had a life much different than hers.

[Learn more about how Carolyn overcame her past trauma and abuse to obtain the life she always envisioned.](https://www.greatriversunitedway.org/wp-content/uploads/2022/10/carolyn-story-2022-23.pdf)

When we support Great Rivers United Way, we support people fighting for a better future. Picture a Coulee Region where Carolyn and women like her are not defined by past traumas, but rather the perseverance it takes to overcome.

**Thank you for joining me in ensuring our community supports all who live here.**

Sincerely,

CEO or Campaign Coordinator Name

*Insert donation instructions**. For example: Pledge here “link”*

*Cross check hyperlink works before sending, or attach Carolyn Success Story from Campaign Center:* [*https://www.greatriversunitedway.org/wp-content/uploads/2022/01/carolyn-final.pdf*](https://www.greatriversunitedway.org/wp-content/uploads/2022/01/carolyn-final.pdf)

**Day 4**

EMAIL SUBJECT: Help a child on the road to success

Your donation to Great Rivers United Way helps ensure every student in our community has what they need to succeed.

Read to Success is a third-grade reading program facilitated by Great Rivers United Way. The program is currently offered in several schools throughout United Way’s seven-county service region, and 63 students participate.

Designed with the educational needs of third graders in mind, Read to Success pairs adult volunteers with young learners for improved reading scores and so much more.

Studies show that children first learn to read, and only then can they read to learn.

Reading is a foundational skill directly tied to future academic and adult success, and third grade is a pivotal time for learning in this area. For this reason, Read to Success tutors make a lifelong impact on a child.

Your donation to United Way supports Read to Success in Caledonia, La Crosse, and West Salem. In fact, just $25 covers the cost of tutoring supplies for an entire school year for one volunteer tutor and their student(s).

[Learn more about Read to Success and how you can get involved as a volunteer.](https://www.greatriversunitedway.org/our-work/read-to-success/)

Imagine a Coulee Region where all kids have the opportunity to build a successful foundation. **Please donate now!**

Thank you,   
CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

*Cross check hyperlink works before sending, access Read to Success information here:* [*https://www.greatriversunitedway.org/our-work/read-to-success/*](https://www.greatriversunitedway.org/our-work/read-to-success/)

**Day 5**

EMAIL SUBJECT: Support a healthy and socially-connected community

Great Rivers United Way works to advance the common good to create opportunities for a better life for all individuals in our seven-county service region. When it comes to the mental health of our community, Great Rivers United Way is working to ensure all residents have access to the services they need to live a mentally-healthy life.

As of 2022, more than 859,000 Wisconsin residents live with a mental health disorder. This year, Great Rivers United Way is investing to prevent, treat, and respond to mental health challenges in our community.

One in six youth ages six to 17 in the United States face mental health challenges. Last year, Great Rivers United Way-funded programming provided 8,752 youth access to safe space where adult mentors can help them cope.

Whether you’ve utilized these programs in the past, or are experiencing something you never thought you would, Great Rivers United Way is in our community to ensure everyone has access to the resources they need to stay healthy and thrive.

**Please join me in donating to United Way**. **We all win when we Live United.**

Sincerely,  
CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

**Day 6**

EMAIL SUBJECT: Advancing the common good

It’s simple: every dollar you give to Great Rivers United Way stretches further than a dollar given to a single cause or nonprofit agency.

Did you know your donation to Great Rivers United Way supports 27 non-profit agencies in the Coulee Region? How about the fact that there are 49 programs receiving funding through Great Rivers United Way?

It’s true! Your single donation helps address our community’s most pressing needs.

Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Advancing the common good is less about helping one person at a time and more about changing systems to help us all.

We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable, and when people are healthy.

Great Rivers United Way’s goal is to create long-lasting changes in the Coulee Region by addressing the underlying causes of these problems. Living United means being a part of the change. It takes everyone in our community working together to create a brighter future.

**Join me in making the biggest possible difference in our community with Great Rivers United Way**.

Thank you,  
CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

**Day 7**

EMAIL SUBJECT: Who is ALICE?

**ALICE** is an acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE represents the households with an income above the Federal Poverty Level but below the basic cost of living. The ALICE Report provides current research-based data that quantifies who in Wisconsin is living on the edge of financial insecurity. Great Rivers United Way uses the ALICE Report to raise awareness in order to create lasting changes implemented to improve lives and strengthen local communities.

According to the most recent ALICE Report for Wisconsin, 11% of households earned below the federal poverty level and 23% were ALICE households that earned above the FPL but not enough to afford the basics in the communities where they live.

Your support of Great Rivers United Way helps in improving access to living-wage employment and decreasing the number of households in financial crisis.

You can access the newest report, “Alice in the Crosscurrents,” on the [United For Alice website](https://www.unitedforalice.org/wisconsin).

**Every One Counts. You truly can help make a difference to the lives of many. Together, collectively, we can have a BIG impact.**

Sincerely,

CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

*Cross check hyperlink works before sending, access Alice Report:* [*https://www.unitedforalice.org/wisconsin*](https://www.unitedforalice.org/wisconsin)

**Day 8**

EMAIL SUBJECT: Vincent was on the brink of homelessness... then everything changed

Your donation to Great Rivers United Way supports local programs that help individuals and families facing homelessness and hunger get back on their feet.

Many times, individuals and families use more than one funded partner program to fulfill their goals. As we learn about the people assisted by United Way funding, it’s more common to find success stories that utilize two or more United Way funded programs along their journey.

That’s the great benefit of United Way. Many of the funded programs work together to help find the best outcome for those in need. Your one donation supports 49 programs in the Coulee Region, all working together to better the lives of those in our community.

Vincent moved to La Crosse in 2013. After a desire for change and yearning for a stable place to live, Vincent was led to Great Rivers United Way funded partner The Salvation Army. He lived in the shelter for 18 months, and it was during this time that he was referred to a second funded partner, Couleecap. Couleecap has been a constant support for Vincent over the last eight years.

[Read Vincent’s full story – learn more about his journey and how he became employed, housed, and independent.](https://www.greatriversunitedway.org/wp-content/uploads/2021/06/vincent_final.pdf)

Great Rivers United Way and its community partners are continuously working to help end homelessness in the Coulee Region. Imagine a Coulee Region where Vincent and others like him have a place to call home and someone to turn to when challenges arise.

Thank you,CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

*Cross check hyperlink works before sending or attach Vincent’s Success Story from Campaign Center:* [*https://www.greatriversunitedway.org/wp-content/uploads/2021/06/vincent\_final.pdf*](https://www.greatriversunitedway.org/wp-content/uploads/2021/06/vincent_final.pdf)

**Day 9**

EMAIL SUBJECT: What happens to my donation?

It’s a common question, and you, as the donor, deserve to know! So, where does your money go when you give to Great Rivers United Way?

Your donation to Great Rivers United Way goes on its own journey to find the best home, to leverage and maximize each dollar’s impact.

First and foremost, your dollar stays local. Money raised here stays here in the Coulee Region. Great Rivers United Way raises funding for 49 local programs based right here in Western Wisconsin, plus Houston County in Minnesota.

A donor – like you – contributes to Great Rivers United Way. Individual donations are then complied and leveraged to maximize impact. Meanwhile, certified partner agencies are submitting applications for these funds.

After the application date closes, a committee of local volunteers reads and rates the grants received, ultimately deciding which will be funded in our next funding cycle. After agencies are awarded with their grant funding, Great Rivers United Way continues to monitor funding usage on your behalf.

[There’s a visual for this donation journey – check it out!](https://www.greatriversunitedway.org/wp-content/uploads/2023/07/gruw_what-happens-to-my-donation_2023-24.pdf)

Programs use their funding to help Great Rivers United Way achieve its [strategic objectives](https://www.greatriversunitedway.org/about-us/strategic-plan/): 1) positively impacting our youngest community members, 2) stabilizing household economic situations so people experience thriving lives, and 3) supporting a healthy and socially-connected community.

**Join me in donating to United Way and help ensure that every person in our community has the opportunity to succeed.**

Sincerely,  
CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

*Cross check hyperlink works before sending, access strategic plan here:* [*https://www.greatriversunitedway.org/about-us/strategic-plan/*](https://www.greatriversunitedway.org/about-us/strategic-plan/)

**Day 10**

EMAIL SUBJECT: Final day! Your United Way donation changes lives.

Team,

Today is the last day of our Great Rivers United Way campaign!

To those who have already donated, thank you for supporting lasting change in our community. For those who have not made a donation yet, there’s still time! We’re asking everyone to please consider making a donation, no matter how large or small, to help ensure everyone in our community has access to the resources they need.

Donating to Great Rivers United Way is an easy and powerful way to change lives.

Still wondering why you should give to Great Rivers United Way?

* **Your donations stay local.** Great Rivers United Way invests in programs and initiatives right here in the Coulee Region. Last year, 66,844 people used GRUW services in: Buffalo, Crawford, La Crosse, Monroe, Trempealeau, and Vernon counties in Wisconsin, and Houston County in Minnesota.
* **Your donations are efficient.** Your donations are leveraged with others to make one large pool of funds that helps meet our community’s most pressing needs. GRUW knows the best way to distribute funding because they conduct a community needs assessment every three years and publish the results in the [COMPASS Now Report](https://www.greatriversunitedway.org/our-work/community-needs-assessment/).
* **Your donations are effective.** Every 40 seconds, someone in our region benefits from a United Way funded service. Great RiversUnited Way invests in programs at nonprofits that create lasting change while being held accountable. The results are measurable, sustainable, and meet current community needs.

**Will you join me in Living United?**

Thank you,

CEO or Campaign Coordinator Name

*Insert donation instructions. For example: Pledge here “link”*

*Cross check hyperlink works before sending, access hyperlink for COMPASS here:* <https://www.greatriversunitedway.org/our-work/community-needs-assessment/>