**United Way Email Campaign**

**5 Days/1 Week**

**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 (5 days/1 work week). If you are running a two-week 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
(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: 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 3**

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 4**

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 5**

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/>