**2025-26 Campaign**

**5-to-10 Day Email Templates**

**Instructions:**

*Thank you for running a workplace campaign benefitting Great Rivers United Way. Please use the following emails to help your colleagues learn about Great Rivers United Way and encourage them to get involved in your company’s workplace 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****: These emails contain links to YouTube and/or Great Rivers United Way’s website,* [*www.gruw.org*](http://www.gruw.org)*. If your company blocks either of these sites, the links will not work.*

**How to use these templates:**

1. Decide how many of these templates you would like to use. For a 5-day email campaign, we suggest using emails #1 and #10, plus three other templates of your choosing. For a 10-day email campaign, use all 10 templates.
2. Copy and paste the “Email Subject” into the subject line of a new email.
3. Copy and paste the text below the “Email Subject” into the body of this new email.
4. Fill in the highlighted field(s) in the body of the email.
5. Insert your company’s “Donation Instructions” in the highlighted field at the bottom of the email. Please reach out to Tim for guidance if needed.
6. Send to all employees.
7. Repeat each day of your workplace campaign (10 days/2 business weeks). If your workplace campaign will last more than two business weeks, adjust accordingly.

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 programs are utilized once every 33 seconds?

This doesn’t happen without you – for more than 75 years, our community’s support collectively allows 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 food, shelter, and safety?

Or, how about supporting those who struggle with their mental wellbeing?

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

Your gift to Great Rivers United Way’s Community Investment Fund through Company Name’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. Payroll deduction allows you to spread your gift out in smaller, more manageable amounts that make a big difference.

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 funded services were utilized more than 949,000 times throughout the Coulee Region. Over the next few days, I’ll share more on how donations to Great Rivers United Way are changing lives right here in our community.

Sincerely,

CEO or Employee Campaign Coordinator Name

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

**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 last night because you have safe and stable housing?

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 many programs that foster mental wellbeing and meet basic needs. Whether that’s dropping off a hot meal with a senior (and staying for a chat), providing a safe space for teens seeking support, or answering a crisis call for someone escaping domestic violence. Learn more about how your donation impacts community members all day, every day at: [www.gruw.org/adayinthelife](http://www.gruw.org/adayinthelife).

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

Thank you,
CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks work before sending, or attach “Day in the Life” PDF from our online Campaign Center:* [*https://www.gruw.org/adayinthelife*](https://www.gruw.org/adayinthelife)*.*

**Day 3**

EMAIL SUBJECT: What your dollars can do

Great Rivers United Way is mobilizing communities to action so all can thrive. But first, they do the research!

Compass Now is a review of community needs in the Great Rivers Region. It is a joint effort between Great Rivers United Way, area healthcare organizations, and county health departments, with the goal of improving quality of life for everyone in our community.

The Compass Now Report shares data collected through a community survey, focus groups, an extensive review of socio-economic indicators, and an inventory of community resources. The purpose of the Compass Now Report is to serve as a reference tool and foundation for action plans that solve problems long term.

Great Rivers United Way uses the Compass Now Report to determine where your gifts will be best utilized. Eighty-three percent of 2024 Compass survey respondents reported being either very or moderately concerned about mental health in our community. Based on this feedback, and data to back it up, Great Rivers United Way is using your generous gifts to focus on mental wellbeing, as well as continued support of basic needs like food, shelter, and safety.

The value of your payroll deduction donations, when added in with others here at Company Name, plus those from our greater community, do big things collectively. To see examples of what gifts of $2, $3, $5, and $10 a week can impact, check out <https://www.gruw.org/dollarsdo>.

When we give to Great Rivers United Way, we commit to improving our community’s mental wellbeing by supporting local resources that result in healthy beginnings, strong families, and connected seniors, while removing barriers to basic needs.

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

Sincerely,

CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks works before sending, or attach “What Your Dollars Can Do” PDF from our online Campaign Center:* [*https://www.gruw.org/dollarsdo*](https://www.gruw.org/dollarsdo)*.*

**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 15 elementary schools throughout Great Rivers United Way’s eight-county service region, and approximately 150 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 are making a lifelong impact on local children.

Your donation to United Way supports Read to Success in Black River Falls, La Crosse, Onalaska, Prairie du Chien, Sparta, Tomah, 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 at [www.gruw.org/readtosuccess](http://www.gruw.org/readtosuccess).

**You can help Great Rivers United Way create healthy beginnings. Please donate now!**

Thank you,
CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks works before sending. Access Read to Success here:* [*https://www.gruw.org/readtosuccess*](https://www.gruw.org/readtosuccess)*.*

**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 eight-county service region. When it comes to the mental wellbeing of our community, Great Rivers United Way is working to ensure all residents have access to the services they need to be mentally well.

According to the National Alliance on Mental Illness (NAMI), one in five American adults experience some form of mental illness. In Wisconsin, this translates to approximately one million people. This year, Great Rivers United Way is investing in programs to improve the mental wellbeing of the communities it serves and issued its first-ever Community Mental Wellbeing grants totaling $1.5 million over three years thanks to community support!

When it comes to the next generation, the most recent Wisconsin Youth Risk Behavior Survey showed that 59% of high school students said they have experienced at least one mental health challenge over the last 12 months, and more than half reported anxiety. Thirty-five percent reported experiencing depression almost every day for two weeks in a row, and one in five students reported non-suicidal self-harm.

Great Rivers United Way created a new role – Community Mental Wellbeing Director – to supports its mental wellbeing work. This position is a partnership between Great Rivers United Way and the Mental Health Coalition of Greater La Crosse, a grass roots organization that has advocated for mental wellbeing for decades.

Whether you’ve utilized local mental wellbeing programs or know someone who has, 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 Great Rivers United Way**. **UNITED IS THE WAY.**

Sincerely,
CEO or Employee Campaign Coordinator Name

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

**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.

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. UNITED IS THE WAY to change. It takes everyone in our community, working together to create a brighter future.

Great Rivers United Way fights for the health of our community. In partnership with other community organizations and its own Community Health programming, GRUW’s goal of supporting a healthy and socially-connected community is becoming a reality. In 2024, 24,436 individuals participated in programming for physical activity, nutrition, and accessing healthy food.

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

Thank you,
CEO or Employee Campaign Coordinator Name

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

**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 households with an income above the Federal Poverty Level but below the basic cost of living. These are hardworking individuals who sometimes juggle two or three jobs but struggle to make ends meet. 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 and create lasting change to improve lives and strengthen local communities.

According to the most recent ALICE Report, 11% of Wisconsin households earned below the Federal Poverty Level, and 24% were ALICE households that earned above the FPL but not enough to afford the basics in the communities where they live. In total, one in three households Great Rivers United Way serves are below the ALICE Threshold.

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

You can access the most recent ALICE Report at [www.unitedforalice.org/wisconsin](http://www.unitedforalice.org/wisconsin).

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

Sincerely,

CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks works before sending. Access ALICE here:* [*https://www.unitedforalice.org/wisconsin*](https://www.unitedforalice.org/wisconsin)

**Day 8**

EMAIL SUBJECT: Meet Sarah

Sarah is a first-time mom. After her son, Jameson, was born, Sarah experienced severe postpartum anxiety. She was terrified to leave her home and had trouble trusting Jameson would be safe in others’ care, even her husband, which caused tension in their marriage. At a visit, Sarah’s doctor recommended she visit The Parenting Place.

According to our most recent Compass Report, a community needs assessment covering the Coulee Region, one in three adults surveyed reported experiencing symptoms of anxiety or depression. Pregnancy and parenthood are hard, and in 2024, Great Rivers United Way funding made it possible for 1,392 caregivers and families to receive information, resources, tools, and training that support healthy child development.

At The Parenting Place, Sarah was reassured that the concerns she had were not uncommon. While Jameson played right next door, supervised by childcare staff, Sarah learned from and bonded with a Parent Educator and other parents going through, or survivors of, very similar challenges.

From parenting groups to financial counseling that builds savings and reduces stress, and a hot meal delivered to a senior, along with a smile, your gift supports local resources that foster mental wellbeing so all members of our community can thrive.

**Thank you for joining me in supporting all who live here.**

Sincerely,

CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks work before sending, or attach “Sarah’s story” PDF (coming soon) from our online Campaign Center.*

**Day 9**

EMAIL SUBJECT: What happens to my donation?

It’s a common question, and donors 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 a journey to find the best home, but it doesn’t travel far. Most importantly, your dollar stays local. Money raised here stays here in the Coulee Region.

First, a donor like you contributes to Great Rivers United Way. Every gift matters, and we add them all together to create greater impact. Meanwhile, local nonprofits submit applications for these funds.

After the application date closes, community volunteers read and rate the grants received, ultimately deciding which will receiving funding. After these grants are awarded, Great Rivers United Way works in partnership with grantees to ensure your donation makes an impact – you can feel confident in your investment.

There’s a visual for this donation journey – check it out: [www.gruw.org/whathappens](http://www.gruw.org/whathappens).

Programs are currently using this funding to help Great Rivers United Way foster mental wellbeing and meet basic needs such as food, shelter, and safety.

**Join me in donating to United Way, and help ensure that every person in our community can succeed.**

Sincerely,
CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks works before sending, or attach “What happens to my donation?” PDF from our online Campaign Center:* [*https://www.gruw.org/whathappens*](https://www.gruw.org/whathappens)*.*

**Day 10**

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

Team,

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

To those who have already donated, thank you for supporting lasting change in our community. For those who have not yet made their contribution, there’s still time! We’re asking everyone to please consider making a donation, no matter how big 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, GRUW funded services were utilized more than 949,000 times.
* **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 researches these needs a publishes results every three years in the Compass Now Report, available online at: [www.compassnow.org](http://www.compassnow.org).
* **Your donations are effective.** Every 33 seconds, someone in our region benefits from a program that receives funding from Great Rivers United Way. Great RiversUnited Way invests in nonprofit programs that create lasting change while being held accountable. The results are measurable, sustainable, and meet current community needs.
* **Your donations support community need.** Per the latest Compass Report, 83% of Coulee Region residents stated they were very or moderately concerned about mental health in our region. Your gifts go to help support programs that address this concern, fostering mental wellbeing.

**UNITED IS THE WAY. Will you join me?**

Thank you,

CEO or Employee Campaign Coordinator Name

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

*Please ensure all hyperlinks works before sending. Access Compass Report here: https://www.compassnow.org.*