SAMPLE CAMPAIGN EMAILS

Thank you for serving as a United Way of Southeast Minnesota Workplace Champion!

The following sample emails are designed to help you communicate the impact of United Way, inspire participation, and encourage giving throughout your workplace campaign. Feel free to personalize the messages to reflect your organization's culture, campaign activities, and timeline.

We recommend announcing your campaign dates, goals, special events, and giving instructions before sending these emails or including that in your email signature or at the beginning of each message. These emails work best alongside other campaign activities, such as kickoff events, volunteer opportunities, leadership messages, and friendly competitions.

HOW TO USE SAMPLE EMAILS

We recommend spacing these emails throughout your campaign–for example:

- Email 1: Campaign Kickoff
- Email 2: Mid-Campaign Impact Reminder
- Email 3: Final Week / Last Chance to Give

Thank you for helping create opportunities for everyone to thrive across Southeast Minnesota. Your leadership makes a meaningful difference in the lives of local families.

If you have any questions or would like additional campaign resources, please contact **Elissa Sherden**, Corporate Engagement Manager, at elissas@uwsemn.org.

UNITED WAY
Southeast Minnesota

SAMPLE EMAIL #1 COMMUNITY SUPPORT

Subject: Join Me in Supporting our Community

Hello **[Name]**,

I'm excited to invite you to join our 2026 United Way of Southeast Minnesota Workplace Campaign!
For more than 100 years, United Way has been bringing people together to help our neighbors through life's biggest challenges. Today, we're still here–connecting families to resources, investing in local programs, and creating opportunities for people to thrive.

In 2025 alone, United Way invested more than $1.5 million to support 45,000+ people across Dodge, Fillmore, Olmsted, and Winona counties through programs that strengthen youth opportunity, healthy communities, financial security, and community resiliency.

When we give together through our workplace campaign, we become part of something bigger than ourselves. Every gift helps ensure local families have access to food, safe housing, education, health resources, and the support they need to build a brighter future.

Making a difference is easy:

- Give online at **[link]**
- Return a pledge form by **[date]**

*Payroll deduction is a convenient way to support our community!

Thank you for joining me in building a stronger Southeast Minnesota.

Sincerely,
[Your Name]

UNITED WAY
Southeast Minnesota

(507) 287-2000 903 West Center St, Suite 100, Rochester, MN 55902 uwsemn.org

SAMPLE EMAIL #2 YOUR IMPACT AT HOME

Subject:Your Gift Stays Local

Hello **[Name]**,

Every gift to United Way of Southeast Minnesota stays local and supports programs that make a real difference every day.

Your support helps provide:

- **3,500+ children** with free books each month through Dolly Parton's Imagination Library, building a lifelong love of reading.
- **5,000+ families** with free 211 referrals for housing, food, healthcare, childcare, and other essential resources.
- Health programs that help children receive preventive care and essential health services.
- Housing assistance that helps hundreds of families remain safely housed and avoid homelessness.

These programs do more than meet immediate needs–they help children succeed in school, families achieve stability, and our entire community grow stronger.

Our workplace campaign is an opportunity to invest in neighbors you may never meet, but whose lives will be changed because you chose to give.

Make your gift today at **[link]** or return your pledge form by **[date]** .

Thank you for helping create a community where everyone can reach their full potential.

Sincerely,
[Your Name]

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SAMPLE EMAIL #3 GIVE TODAY FOR A BETTER TOMORROW

Subject: There's Still Time to Make a Difference!

Hello **[Name]**,

As our United Way Workplace Campaign comes to a close, there's still time to make a difference for local families.

Right now, too many children arrive at school carrying more than just a backpack. Some need food, clean clothes, hygiene supplies, healthcare, or a safe place to turn for support. Through United Way's Community Schools partnerships, these resources are available right where students need them most–at school.

Our workplace campaign also supports programs that provide books to young readers, connect families to essential services through 211, improve health outcomes, strengthen financial security, and respond when urgent needs arise.

Every contribution–whether through payroll deduction or a one-time gift–helps create opportunities for children, families, and neighbors across Southeast Minnesota.

If you've been considering giving, now is the perfect time!

Donate online at **[link]** or return your pledge form by **[date]**.

Thank you for being part of a community that cares for one another. Together, we're creating a future where everyone can thrive.

Sincerely,
[Your Name]

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