# 2024 Campaign Email Templates (For ECMs Using ePledge)

# 

# How to Use Templates

# Keep your United Way campaign top of mind for your employees! Consider using these suggested emails to craft your own communication plan that goes beyond ePledge transactional emails.

# Work with your Loaned Executive to determine the best timeline for sending emails and direction for how to make a gift.

* Consider linking to videos [**available here**](https://www.unitedwaydanecounty.org/company-campaign-tools/) and including images [**available here**](https://www.unitedwaydanecounty.org/comms/).

# Community Needs Email

Subject Line: Create Real Change for Neighbors with United Way. Donate Today.

[Salutation],

At United Way of Dane County, we know that the well-being of our children and families directly impacts the overall health of our community. While Dane County remains a top place to live, raise a family and retire, that’s not the case for many of our neighbors. In fact:

* **10.8% (59,000+) of Dane County lives in poverty** – that would fill ¾ of the seats at Camp Randall.
* **8.9% (nearly 3,000) children under the age of five are experiencing poverty** – that would fill 872 red wagons.
* **And only 42.6% of third grade students are reading at grade level** – which would fill 46 school buses with kids who are struggling to keep up with their classmates.

While it can feel daunting to address these issues, we’re committed! **United Way of Dane Couty is the unifying force needed to bring our community together to rally the most impactful resources in ways that will make the greatest change for our neighbors. And you can help.**

Together, we can inspire the power of one person willing to positively impact the life of another. That’s the Power of Caring. Working for All. Join us by making your pledge today! [add how to make a gift]

[Closing,]

# Plan for Community Well-Being Email

Subject Line: You’re Invited to Build a Brighter Future with United Way!

[Salutation,]

Imagine a future where families are healthy and strong, where all children can learn and succeed and where everyone’s needs are met. At United Way of Dane County, that’s the future we intend to build through our Plan for Community Well-Being.

**This plan for a brighter future focuses on increasing individual and family well-being so that everyone in Dane County can lead healthy, successful and secure lives** – making our entire community stronger and better positioned to thrive. This plan supports solutions proven to make lasting community impact in the areas of:

* **Youth Opportunity** – helping young people realize their full potential.
* **Financial Security** – building financial stability and strength.
* **Healthy Community** – improving health and well-being for all.
* **Community Resiliency** – addressing urgent needs today and advancing a better tomorrow.

By working collaboratively with our network of local nonprofits, businesses, community leaders, donors, volunteers and families we’re addressing big-picture issues that no one individual or organization can solve alone.

**Together, we can inspire the power of one person willing to positively impact the life of another through The Power of Caring. Working for All.**

Do we have your support? Please donate today! [Add how to make a gift]

[Closing,]

# The Power of Caring. Working for All. Email

Subject Line: We’re Stronger Together. Join The Power of Caring. Working for All.

[Salutation],

At United Way of Dane County, we know there are hundreds of local nonprofits and programs doing important work – but we’re better together. And it’ll take every one of us to create the change we wish to see in Dane County.

**For every dollar donated through United Way, the return is more than six times in total community impact.** When your donated dollar goes through us, our volunteers are enabled to find six more dollars through a network of caring connection – enabling us to address big-picture issues no one person or organization can solve alone.

**Together, we can inspire the power of one person willing to positively impact the life of another. That’s The Power of Caring. Working for All.**

Join us! Make your pledge today. [Add how to make a gift]

[Closing],