# 2025 Campaign Email Templates (for ECMs not using ePledge)

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# 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.

# 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/).

# Pre-Kickoff/Welcome Message

Subject Line: United Way Supports Dane County Families! Join Us.

[Salutation],

United Way of Dane County brings our community together to address big-picture issues no one person or organization can solve alone. **But we couldn’t do this important work without you!**

We know that the well-being of our children and families directly impacts the overall health of our community. In short, family well-being equals community well-being! And we have a plan to help more families get what they need to lead healthy, thriving and secure lives. **Will you join us?**

Mark your calendars for the start of [Company Name]’s United Way charitable giving campaign on [Campaign Start Date].

**Together, we are The Power of Caring. Working for All.**

# Kickoff Email

Subject Line: Invest in our Community through United Way!

[Salutation,]

**Today marks the start of [Company Name’s] 2025 United Way Campaign! And we’re calling on each and every neighbor to come together and contribute to addressing Dane County’s greatest needs.**

United Way of Dane County’s Plan for Community Well-Being focuses on increasing individual and family well-being so that everyone in Dane County can lead healthy, happy and secure lives, making our entire community stronger and better positioned to thrive.

When you give to United Way of Dane County, 100% of your donation powers meaningful action and transforms lives through our Plan for Community Well-Being. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst and amplifies the impact of your generosity by covering the administrative costs connected to undesignated, individual giving. This ensures that every penny of your gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**

Be one of the ones to change lives in Dane County. **Donate today** to unleash both the power of your dollar and your desire to make a difference.[Add how to make a gift]

[Closing],

# Early Campaign Email

Subject Line: United Way Has a Clear Vision for a Brighter Future.

[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 supports solutions proven to make a 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.

When you give to United Way of Dane County, 100% of your donation powers meaningful action and transforms lives through our Plan for Community Well-Being. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst and amplifies the impact of your generosity by covering the administrative costs connected to undesignated, individual giving. This ensures that every penny of your gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**

Be one of the ones to change lives in Dane County. **Donate today** to unleash both the power of your dollar and your desire to make a difference.

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

[Closing],

# Midterm Email (1)

Subject Line: United Way is Your Way to Make a Difference. Donate Today.

[Salutation],

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:

* **10.5% of neighbors (57,000+) live in poverty** – that would fill almost ¾ of the seats at Camp Randall.
* **8.6% of children under the age of five (2,500+) are experiencing poverty** – enough to fill 837 red wagons.
* **And 54.9% of third grade students are reading at “basic” or “below basic” levels** – enough to fill 33 school buses.

We want to make sure you have a chance to help address Dane County’s greatest needs. Your gift, combined with the generosity of your colleagues, directly impacts access, opportunity and the systemic changes that need to happen for local families – and our entire community – to thrive.

When you give to United Way of Dane County, 100% of your donation powers meaningful action and transforms lives through our Plan for Community Well-Being. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst and amplifies the impact of your generosity by covering the administrative costs connected to undesignated, individual giving. This ensures that every penny of your gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**

Join us as we bring our community together to create a Dane County where all can succeed in school, work and life.[Add how to make a gift]

Thank you.

[Closing],

# Midterm Email (2)

Subject Line: Amplify Your Impact with United Way!

[Salutation],

We know there are a lot of great programs and services in Dane County worthy of your support. But we’re better together!

**Did you know that 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 that no one person or organization can solve alone.

When you give to United Way of Dane County, 100% of your donation powers meaningful action and transforms lives through our Plan for Community Well-Being. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst and amplifies the impact of your generosity by covering the administrative costs connected to undesignated, individual giving. This ensures that every penny of your gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.

United Way is uniquely positioned to coordinate efforts across the community. And we’re calling on you to join us! **Together, we are The Power of Caring. Working for All. Give today – and see your dollars go further.** [Add how to make a gift]

[Closing],

# Last Chance Email

Subject Line: United Way Needs YOU to Create Real Change in Dane County.

[Salutation],

At United Way of Dane County, we believe that our community’s greatest resource is our people – and it is our goal to empower every neighbor as they work to achieve their full potential. **That’s where you come in.**

Your generosity could help a child get tutoring, putting them on the path to graduate. It could help local parents receive job skills training to secure employment with a family-sustaining wage. You could even play a crucial role in helping a family move into stable housing, so they can begin to build towards a brighter future. **When families are strong, our whole community is strong.**

Your gift, no matter the size, makes an impact. Every dollar goes toward real solutions that address our toughest issues in the areas of youth opportunity, financial security, healthy community and community resiliency.

When you give to United Way of Dane County, 100% of your donation powers meaningful action and transforms lives through our Plan for Community Well-Being. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst and amplifies the impact of your generosity by covering the administrative costs connected to undesignated, individual giving. This ensures that every penny of your gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**

Be one of the ones to change lives in Dane County. **Donate today** to unleash both the power of your dollar and your desire to make a difference.[Add how to make a gift]

[Closing],