# 2025 Campaign Email Templates (For ECMs 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 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:

* **10.5% 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.

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.**

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,]

# 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.

**At United Way of Dane County, our Plan for Community Well-Being focuses on increasing individual and family well-being so that everyone in Dane County can lead healthy, successful and secure lives.** 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,]

# 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.

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.

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

[Closing],