



Building a Thriving Community

**TAKES EVERYONE**

SAPPI employees being the ONEs at 2019 Day of Action.

## SAMPLE COMMUNICATIONS KEEP YOUR CO-WORKERS UPDATED

LIVE UNITED

### CAMPAIGN KICK OFF

#### Non-Donors:

Dear [EMPLOYEE NAME],

We love where we live and work. Maine is known for vibrant communities, a strong economy, and a uniquely wonderful quality of life. Despite this abundance and prosperity, many still struggle. But together, we can CHANGE that.

Imagine if everyONE at [COMPANY] gave just ONE dollar a week? Your dollar can have a BIG impact! Combined with others, your contribution is amplified and thousands of lives are impacted. We are all in this together. We are ONE community - and the stakes are high for the future of Greater Portland.

Your gift to United Way is one of the most efficient, effective ways to support local programs. From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action.

I/We invite you to join me/us and donate now to our community.

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

P.S. Even if you choose not to give this year, we still want to hear from you so we can track our response rate. Please make your pledge decision by [DATE]. Thanks!

P.P.S. Donate \$3+ per week, you'll be entered into a raffle to win a \$1,000 L.L.Bean gift card. Donate \$8+ per week and you'll be entered into a raffle to win a NEW Chevrolet, Subaru, or Mitsubishi from Pape. Pledges must be returned to United Way by October 31.



## Non-Leadership Donors:

Dear [EMPLOYEE NAME],

We love where we live and work. Maine is known for vibrant communities, a strong economy, and a uniquely wonderful quality of life. Despite this abundance and prosperity, many still struggle. But together, we can CHANGE that.

Thank you for your support last year. Your generosity drives real change and makes our local community a better place for all of us. We are all in this together. We are ONE community - and the stakes are high for the future of Greater Portland.

Your gift to United Way is one of the most efficient, effective ways to support local programs. From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action.

In celebration of United Way of Greater Portland's 90th anniversary year, would you consider increasing your support by 9% if you can? Thank you!

[Include Pledge now button linking to ePledge]

[ECM name or 2019 volunteer campaign team]

P.S. Donate \$3+ per week, you'll be entered into a raffle to win a \$1,000 L.L.Bean gift card. Donate \$8+ per week and you'll be entered into a raffle to win a NEW Chevrolet, Subaru, or Mitsubishi from Pape. Pledges must be returned to United Way by October 31.

## Leadership Donors:

Dear [EMPLOYEE NAME],

We love where we live and work. Maine is known for vibrant communities, a strong economy, and a uniquely wonderful quality of life. Despite this abundance and prosperity, many still struggle. But together, we can CHANGE that.

Thank you for your Leaders' Circle support last year. Your generosity drives real change and makes our local community a better place for all of us. We are all in this together. We are ONE community - and the stakes are high for the future of Greater Portland.

Your gift to United Way is one of the most efficient, effective ways to support local programs. From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action.

In celebration of United Way of Greater Portland's 90th anniversary year, would you consider increasing your support by 9% if you can? Thank you!

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## CAMPAIGN PROGRESS REPORT

### Non-Donors:

Dear [EMPLOYEE NAME],

Since the kickoff of our 2019 United Way Campaign, we've been inspired by the thoughtful generosity of thousands of [COMPANY] employees. We are currently at [COMPARISON STAT WITH LAST YEAR], and we can grow our support for the community before the campaign ends on [DATE], but it will take everyONE joining in.

From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action to build a more thriving community for everyONE.

Please consider pledging \$1 or more per week as part of [COMPANY's] 2019 United Way Campaign. Thank you!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]



P.S. Even if you choose not to give this year, we still want to hear from you so we can track our response rate. Please make your pledge decision by [DATE]. Thanks!

P.P.S. Donate \$3+ per week, you'll be entered into a raffle to win a \$1,000 L.L.Bean gift card. Donate \$8+ per week and you'll be entered into a raffle to win a NEW Chevrolet, Subaru, or Mitsubishi from Pape. Pledges must be returned to United Way by October 31.

## Non-Leadership Donors:

Dear [EMPLOYEE NAME],

Since the kickoff of our 2019 United Way Campaign, we've been inspired by the thoughtful generosity of thousands of [COMPANY] employees. We are currently at [COMPARISON STAT WITH LAST YEAR], and we can grow our support for the community before the campaign ends on [DATE], but it will take everyONE joining in.

From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action to build a more thriving community for everyONE.

Please consider growing your support for [COMPANY's] 2019 United Way Campaign in celebration of United Way of Greater Portland's 90th anniversary year - thanks!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

P.S. Donate \$3+ per week, you'll be entered into a raffle to win a \$1,000 L.L.Bean gift card. Donate \$8+ per week and you'll be entered into a raffle to win a NEW Chevrolet, Subaru, or Mitsubishi from Pape. Pledges must be returned to United Way by October 31.

## Leadership Donors:

Dear [EMPLOYEE NAME],

Since the kickoff of our 2019 United Way Campaign, we've been inspired by the thoughtful generosity of thousands of [COMPANY] employees. We are currently at [COMPARISON STAT WITH LAST YEAR], and we can grow our support for the community before the campaign ends on [DATE], but it will take everyONE joining in.

From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action to build a more thriving community for everyONE.

Please consider growing your Leaders' Circle support for [COMPANY's] 2019 United Way Campaign in celebration of United Way of Greater Portland's 90th anniversary year - thanks!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

P.S. Donate \$3+ per week, you'll be entered into a raffle to win a \$1,000 L.L.Bean gift card. Donate \$8+ per week and you'll be entered into a raffle to win a NEW Chevrolet, Subaru, or Mitsubishi from Pape. Pledges must be returned to United Way by October 31.

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## THE POWER OF YOUR GIFT

Dear [EMPLOYEE NAME],

Everyday, your gift helps support people in our community. Take [NAME] for example. [SHARE DETAILS OF STORY BELOW] *Stories are available at [unitedtoact.org/unitedwaygp/](http://unitedtoact.org/unitedwaygp/).*

Be the ONE to make a difference in someone's life by offering your support. It takes all of us to create lasting change and no amount is too small.

[ECM name or 2019 volunteer campaign team]



## CAMPAIGN PROGRESS REPORT - #2

### Non-Donors:

Dear [EMPLOYEE NAME],

There are just two days left before our 2019 United Way Campaign ends. United Way of Greater Portland's volunteer cabinet set a goal to raise \$8.4M across Greater Portland this year. It will take everyONE to reach this goal. Let's show the community how much #[COMPANY]Cares for and supports our community through United Way.

From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action to build a more thriving community for everyONE.

Please consider pledging \$1 or more per week to United Way or your favorite United Way partner. Thank you!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

P.S. Even if you choose not to give this year, we still want to hear from you so we can track our response rate. Please make your pledge decision by [DATE]. Thanks!

### Non-Leadership Donors:

Dear [EMPLOYEE NAME],

There are just two days left before our 2019 United Way Campaign ends. United Way of Greater Portland's volunteer cabinet set a goal to raise \$8.4M across Greater Portland this year. It will take everyONE to reach this goal. Let's show the community how much #[COMPANY]Cares for and supports our community through United Way.

From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action to build a more thriving community for everyONE.

Please consider growing your support for [COMPANY's] 2019 United Way Campaign in celebration of United Way of Greater Portland's 90th anniversary year - thanks!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

### Leadership Donors:

Dear [EMPLOYEE NAME],

There are just two days left before our 2019 United Way Campaign ends. United Way of Greater Portland's volunteer cabinet set a goal to raise \$8.4M across Greater Portland this year. It will take everyONE to reach this goal. Let's show the community how much #[COMPANY]Cares for and supports our community through United Way.

From giving kids a strong start, to providing job training, to improving access to crucial mental health services, United Way puts your support into action to build a more thriving community for everyONE.

Please consider growing your Leader' Circle support for [COMPANY's] 2019 United Way Campaign in celebration of United Way of Greater Portland's 90th anniversary year - thanks!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]



## FINAL REMINDER EMAIL

### Non-Donors:

Dear [EMPLOYEE NAME],

Today is the last day to pledge your support for [COMPANY's] 2019 United Way Campaign. Together, ONE dollar at a time, thousands of [COMPANY] employees are uniting to create lasting impact for the education, financial stability, and health of our communities.

Please consider pledging \$1 or more per week to United Way or your favorite United Way partner. Thank you!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

P.S. Even if you choose not to give this year, we still want to hear from you so we can track our response rate. Please make your online pledge decision by [DATE]. Thanks!

### Non-Leadership Donors:

Dear [EMPLOYEE NAME],

Today is the last day to pledge your support for [COMPANY's] 2019 United Way Campaign. Together, ONE dollar at a time, thousands of [COMPANY] employees united to create lasting impact for the education, financial stability, and health of our communities.

Please consider renewing your support today! Thanks!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

### Leadership Donors:

Dear [EMPLOYEE NAME],

Today is the last day to pledge your support for [COMPANY's] 2019 United Way Campaign. Together, ONE dollar at a time, thousands of [COMPANY] employees united to create lasting impact for the education, financial stability, and health of our communities.

Please consider renewing your leadership support today! Thanks!

[Include pledge now button linking to ePledge or information on paper pledges.]

[ECM name or 2019 volunteer campaign team]

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## POST CAMPAIGN MESSAGES & THANK YOU

Dear [EMPLOYEE NAME],

Thank you for your generosity in supporting our community through our 2019 United Way Campaign. This year [NUMBER] of employees participated contributing [AMOUNT] to our community.

Whether you're a donor, volunteer, advocate, or all of the above, thank you for being the ONE to take an active role in making our community a better place for all of us.

[ECM name or 2019 volunteer campaign team]

P.S. You can stay involved year-round. Visit [volunteer.unitedwaygp.org/](http://volunteer.unitedwaygp.org/) and find your volunteer match today.

