

2025 CAMPAIGN EMAIL TOOLKIT

Email Headers Templates.

1 Day Before Kickoff Event Email

Join us tomorrow at **[time]** in **[location]** for our United Way campaign kick-off!

Today, so many of our neighbors in East Central Iowa are working hard to overcome barriers and get ahead.

Somewhere in our community:

- A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, prescriptions, and housing.
- A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast this morning.
- A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career.

But they're not alone.

No challenge is too big for us to take on when we work together.

Because, **United is the Way™**.

We hope to see you at our kick-off! Our goal is **[%]** employee participation this year.

Best,

1 Day Before Kickoff (no event) Email

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No challenge is too big for us to take on when we work together.

Because, **United is the Way™**.

Please visit **[our website]** to learn more about the positive impact **[COMPANY NAME]** is helping to make in **[our community or COMMUNITY NAME]** and make your gift today to be part of this powerful movement for the greater good.

[Give Today.](#)

Best,

1 Day After Kickoff Event Email

Thanks to everyone who attended our campaign kickoff, we're off to a great start!

Here is the pledge count from yesterday's United Way campaign kick-off:

\$_____ pledged by **_____** employees!

If you have already made your pledge, thank you. If you haven't made your pledge yet, [click here to make a donation TODAY!](#)

As a recap, here are some things to remember about this year's campaign:

- To have your contribution included in our United Way campaign, pledge forms must be turned in to **[location or person]** by close of business on **[date]**.
- **[insert upcoming activities for this year's campaign]**
- Why give to United Way? Revisit [United Way's impact here](#) to see how your dollars make a difference for individuals and families in our community.

If you have any questions about this year's campaign, please let me know.

Thanks again for your support!

Best,

Make an Impact VIA United Way

Every day at United Way of East Central Iowa, we rise to this challenge of creating a sense of belonging for everyone.



While able to exist on their own, when we connect through **Volunteering, Investing or Advocating** in our community, our community grows. As we bring the community together **VIA** United Way, we build stronger individuals and stronger communities. And we can't do it alone.

We're counting on you – as passionate, dedicated supporters – to support Eastern Iowa VIA United Way: through volunteering, investing, and advocating. [No amount is too small to make a big difference with United Way.](#)

Best,

Last Day of Pledge Period

If you have already donated to the United Way campaign, THANK YOU! If you haven't turned in your pledge form yet, please do so today.

Your financial gifts go directly to the community where you live, work and play. United Way's commitment throughout East Central Iowa addresses top needs in the focus areas of building economic mobility, improving access to healthcare, fostering childhood success, and supporting safety net services.

No challenge is too big for us to take on when we work together.

Because, **United is the Way™**.

We're so close to reaching our goal of \$ _____. Please help us to make this the most successful campaign yet.

[Give today.](#)

Thank you for your support and for all that you are doing to make our community thrive every day.

Best,