

2026 CAMPAIGN EMAIL TOOLKIT

1 Week Before Kickoff Event Email

Subject line: Next Week: Let's get ready to go!

Next week, we'll kick off **[insert company name]**'s United Way campaign!

We'll come together as a workplace to strengthen our community and help our neighbors and friends right here at home.

You'll have opportunities to:

- Learn about the greatest needs in our community
- How to get involved through volunteering and advocacy
- Donate to programs and services that help our community thrive
- **[insert opportunity]**

Stay tuned for more information, including events and fun ways to participate. We can't wait to kick off a great campaign with you!

United is the Way,

1-2 Days Before Kickoff Event Email

Subject line: It all starts tomorrow!

Tomorrow is the day! We'll start our United Way campaign!

We're excited to celebrate the impact we can make together. Throughout the campaign, you'll learn about the important work happening across East Central Iowa and how you can create lasting change.

Campaign Kickoff

Date: [insert date]

Time: [insert time]

Location: [insert location]

We hope you'll join us and discover how, together, we can make an even greater impact in our community.

United is the Way,



UNITED WAY
East Central
Iowa

2026 CAMPAIGN EMAIL TOOLKIT

Day After the Campaign Kickoff

Subject line: It's time to make your impact!

Thank you for joining us to kick off this year's United Way campaign!

We hope you are inspired by the incredible impact we can make together throughout our community.

If you haven't already, now is a great time to pledge your support. Every gift - no matter the size - helps support local programs and services that improve lives across our community.

Ready to make it happen? **[insert giving link or instructions]**

Thank you for helping make our workplace campaign thrive!

United is the Way,

Last Day of the Pledge Period

Subject line: It's not too late!

Today is the final day of **[insert company name]**'s United Way campaign!

If you have already made your pledge, thank you for celebrating and strengthening our community.

If you haven't had the chance yet, there's still time to participate. Every gift stays local and helps address our community's greatest needs.

Make your pledge: **[insert giving link]**

Thank you for making a lasting impact across East Central Iowa!

United is the Way,

