As you kick off your Annual Giving Campaign with United Way of Metropolitan Dallas, it’s important to leverage the tools that will help you create an engaging and successful campaign. Email is a powerful and personal way to easily connect with your employees during your campaign.

We’ve included suggested email templates that can be customized to suit your company goals. To begin your crafting your emails, simply follow these 3 easy steps:

1. Copy and paste the corresponding emails following our suggested guidelines. We recommend keeping email communication to 3-4 touches during your campaign process.
2. Be sure to fill in company specific text with each email.
3. Look for the Helpful Hints section on the templates for additional guidance along the way.

Click a template below to access the right email for your campaign.

**Templates:**

[Campaign preview- Date Announcement](#_CAMPAIGN_PREVIEW-_DATE)

[CAMPAIGN KICK OFF- UNITED WAY’S IMPACT (OPTION A)](#_CAMPAIGN_KICK_OFF-)

[CAMPAIGN KICK OFF- VIDEO MESSAGE (OPTION B)](#_CAMPAIGN_KICK_OFF-_1)

[Midpoint Email- What's the Impact?](#_MIDPOINT_EMAIL_-)

[Midpoint Email- Your Company Goals](#_MIDPOINT_EMAIL-_COMPANY)

[Last Call Email](#_Last_Call_Email)

[General Thank You Email](#_GENERAL_THANK_YOU)

[End of Campaign Thank You Email](#_END_OF_CAMPAIGN)

# CAMPAIGN PREVIEW- DATE ANNOUNCEMENT:

*Use this email to announce the date and details of the Kickoff Day*

Subject: Will You Join Me Next Week?

[IMAGE A-C: Give United/Live United IMG with kids in hula hoops]

Will you join me next week to help create lasting change in North Texas? [COMPANY NAME] will kick off our Annual Giving Campaign for United Way of Metropolitan Dallas on [DATE].

**You can change lives when you support United Way of Metropolitan Dallas.**

United Way leads the charge to strengthen education, income and health—the building blocks of opportunity. Together, we can create a future in which all North Texans have the opportunity and access to thrive.

*Insert Option A:*

Mark your calendar for Kickoff Day and keep an eye out for special upcoming events and activities in the coming weeks. Visit United Way of Metropolitan Dallas and [sign up](https://unitedwaydallas.org/email-preference-center/?utm_source=Workplace&utm_medium=Email&utm_campaign=FY22&utm_content=external) for their alerts to learn more about how they lead the movement for lasting change in our community.

*Insert Option B:*

Mark your calendar for Kickoff Day on [DATE]. You can expect:

* Details of kick-off event

Visit United Way of Metropolitan Dallas and [sign up](https://pages.unitedwaydallas.org/newsletter) for their alerts to learn more about how they lead the movement for lasting change in our community.

Take care,

[CORPORATE LEADER]



*Helpful Hint:* Include a calendar invite with your email if you are hosting  
a special kick-off event.

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# CAMPAIGN KICK OFF- UNITED WAY’S IMPACT (OPTION A)

SUBJECT: United Way Campaign Begins Today

Today, we are proud to kick off our Annual United Way Giving Campaign. Like United Way of Metropolitan Dallas, [COMPANY NAME] believes in the power of unity to create lasting change.

When you Give United, you invest in a better tomorrow. United Way uses resources and networks to bring the best people, ideas and projects together to create opportunity for all North Texans to thrive.

Last year, [COMPANY NAME] employees gave [$ AMOUNT] dollars and volunteered more than[X] hours, which impacted the lives of 1.5 million North Texans.

* 840,000 students received critical educational programming to set them up for success.
* 265,000 North Texans the skills and resources to get and keep better jobs, get out of debt and build savings for their futures.
* 385,000 North Texans access to primary health and wellness services.

**Will you unite with us to go even further this year?**

[A picture containing logo

Description automatically generated](%25DonorURL%25)[Logo

Description automatically generated](http://unitedwaydallas.org/)[A picture containing text

Description automatically generated](https://unitedwaydallas.vomo.org/org/united-way-of-metropolitan-dallas?utm_source=Workplace&utm_medium=Email&utm_campaign=FY22&utm_content=eWay)

[IMAGE A, B, C: Make a pledge, Learn More, Volunteer IMG]

Thanks for joining [COMPANY NAME] to support United Way of Metropolitan Dallas.

With gratitude,

[CORPORATE LEADER]

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# CAMPAIGN KICK OFF- VIDEO MESSAGE (OPTION B)

SUBJECT: A Special Message from [CEO NAME/CORPORATE LEADER NAME]

[INSERT VIDEO IMAGE HERE + LINK]

Today, we are proud to kick off our Annual United Way Giving Campaign. Like United Way of Metropolitan Dallas, [COMPANY NAME] believes in the power of unity to create lasting change.

When you give united, you invest in a better tomorrow. United Way of Metropolitan Dallas uses resources and networks to bring the best people, ideas and projects together to create opportunity for all North Texans to thrive.

Last year, [COMPANY NAME] employees gave [$ AMOUNT] dollars and volunteered more than [X] hours, which impacted the lives of 1.5 million North Texans.

**Will you unite with us to go even further this year?**

* Make a pledge today to United Way of Metropolitan Dallas.
* Visit United Way of Metropolitan Dallas online or attend a [VIRTUAL] meeting to learn more about how we get unite to make an impact.
* Volunteer with your colleagues either in person with our team (LINK) or [virtually](https://unitedwaydallas.vomo.org/org/united-way-of-metropolitan-dallas?utm_source=Workplace&utm_medium=Email&utm_campaign=FY22&utm_content=external).

Thanks for joining [COMPANY NAME] to support United Way of Metropolitan Dallas.

With gratitude,

[CORPORATE LEADER]

*Helpful Hint:* Have a corporate leader or executive record a brief video about the campaign kick-off. They can include any company goals for the campaign or why they choose to support United Way of Metropolitan Dallas in the message.

Email logistics: You will insert a screenshot image of the video and then link the video to the video URL. Come to email office hours to learn more about using video in emails.

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# MIDPOINT EMAIL - WHAT’S THE IMPACT (OPTION A)

Subject: How Far Does Your Monthly Gift Go? It May Surprise You!

At United Way of Metropolitan Dallas, your gift helps create lasting change in the areas of education, income and health. United Way leverages the power of unity to make the most of every dollar you give. Join [COMPANY NAME] and commit to creating opportunities for all North Texans.

*Insert Option B:*

Did you know that your affordable monthly gift can go a long way in shaping our community?

A picture containing text, person, person, male

Description automatically generated

Will you join me and Live United? Your gift makes all the difference.

Thank you,

[CORPORATE LEADER]

Helpful Hint: Insert a monthly impact gift into the email. (These are images D, E, F.) Consider choosing the image that corresponds to the focus area—education, income or health—that best aligns with your organization.

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# MIDPOINT EMAIL- COMPANY GOALS (OPTION B)

Subject: Here’s Why I Give to United Way

A picture containing text, person, grass, outdoor

Description automatically generated

We are halfway through our Annual Giving Campaign for United Way of Metropolitan Dallas. I’m happy to report that many of you have already pledged your support.

Remember, we are striving to have [X % participation rate] and pledge [$]. We are so close to hitting our goals.

Here’s why I choose to support United Way of Metropolitan Dallas:

[SUPPORT MESSAGE HERE: I GIVE BECAUSE/ I GIVE SO THAT]

The deadline to give is [DATE]. Will you join me and make your gift today?

With gratitude,

[CORPORATE LEADER]



*Helpful Hints:* Insert your choice image G, H, I to the top

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# Last Call Email Campaign

Subject: The Final Days are Here—Will You Join Me?

Tomorrow [COMPANY NAME] will conclude our Annual Giving Campaign for United Way of Metropolitan Dallas. At present, [INSERT PERCENTAGE PARTICIPATION]% of your colleagues have united together to support United Way.

If you haven’t given, we have one more chance to unite and make a real impact:

A picture containing text, person, person, male

Description automatically generated

**Will you help us reach even more North Texans with a gift today?**

We are so close to reaching our goals. Together, we can strengthen education, income and health right here at home. We are so grateful for your support.

*Helpful Hint:* Insert a monthly impact gift into the email. (These are images D, E, F.) Consider choosing the image that corresponds to the focus area—education, income or health—that best aligns with your organization.

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# GENERAL THANK YOU

Subject: You Made All the Difference

Thank you for your generous gift to United Way of Metropolitan Dallas. Your commitment to North Texas will help ensure more students are ready for college, more young adults earn a living wage and more of our uninsured neighbors receive healthcare coverage.

Your gift today helps create lasting change throughout our community. I invite you to stay connected with United Way throughout the year and see how your commitment is creating opportunity for all North Texans:

[Icon

Description automatically generated](https://unitedwaydallas.org/email-preference-center/?utm_source=Workplace&utm_medium=Email&utm_campaign=FY22&utm_content=eWay)[A picture containing text

Description automatically generated](https://unitedwaydallas.vomo.org/org/united-way-of-metropolitan-dallas?utm_source=Workplace&utm_medium=Email&utm_campaign=FY22&utm_content=eWay)[Icon

Description automatically generated](https://unitedwaydallas.org/get-involved/advocate/?utm_source=Workplace&utm_medium=Email&utm_campaign=FY22&utm_content=eWay)

[IMAGE “G, C, H” REPRESENTATION: SIGN UP. VOLUNTEER. ADVOCATE]

Thank you again for your generosity.

With gratitude,

[CORPORATE LEADER]



*Helpful Hint:* Insert images into the email to encourage people to sign up for emails, volunteer or advocate. These are images J, C, K.

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# END OF CAMPAIGN THANK YOU

Subject: Wow—this is just incredible!

You truly made all the difference. Today, I am celebrating [COMPANY NAME]’s successful end to our Annual Giving Campaign for United Way of Metropolitan Dallas. I am proud of everyone’s dedication and commitment to create lasting change in North Texas.

**X% Participated. X Employees Volunteered. X Employees Donated.**

**Totaling in $X pledged. Thank YOU!**

You should be proud as well. Your generosity helps improve access to education, income and health—the building blocks of opportunity—for all North Texans. Very simply, thank you!

With warm regards,

[CORPORATE LEADER]

P.S. The work doesn’t end today. I encourage you to [sign up](https://pages.unitedwaydallas.org/newsletter) to personally receive emails from United Way of Metropolitan Dallas. Stay connected throughout the year to be part of the change in our community.