



United Way
Niagara

2024

Workplace Campaigns **Email templates**

1. Launching your campaign

Subject suggestion: A thriving Niagara starts with you!

Dear [FIRST NAME],

Imagine a Niagara where everyone has enough to eat, a safe place to call home, and the opportunity to reach their full potential. United Way Niagara is working to make this vision a reality, and we need your help.

We are excited to kick-off our annual Workplace Campaign to support United Way Niagara. Through this campaign, we aim to raise crucial funds to support life-changing programs that help as many as one in four people in Niagara.

United Way Niagara supports the most vulnerable in our community by addressing issues like homelessness, food insecurity, mental health, and addiction.

Join us for our [PLANNED ACTIVITY] kick-off at [TIME] [LOCATION] and see how your support can transform lives.

Why Give to United Way?

One Gift. Widespread Impact. Your donation meets urgent needs and supports long-term solutions in every corner of Niagara.

100% Local Impact. Funds raised in Niagara stay in Niagara.

Community Building. Your support strengthens our community.

Gift Matching Incentives: Increase your gift by 10% or more this year, and the 10% Challenge will match the increase. First-time donors' gifts will be matched by the Root Bissonnette Walker New Donor Match. Pledge by [INSERT CAMPAIGN END DATE] to qualify for gift matching incentives.

Your support opens doors to new opportunities and helps build a stronger, healthier Niagara for everyone. Together, we can create lasting change. **Our vision for a thriving Niagara starts with you.**

Thank you,
Your 2024 United Way Campaign Committee

2. Mid-campaign/Reminder

Subject suggestion: Reminder! United Way Campaign runs until [date]

Hi Team,

We're halfway through our 2024 United Way Campaign, and we're already making a huge impact together [or update on campaign progress ie. We are halfway to our goal of \$insert goal]! Your support means everything in helping us reach our goals and create lasting change in our Niagara.

Here's why your donation matters:

When you contribute to United Way Niagara, you're not just giving money. You're providing essential support for programs that go beyond immediate needs. From ensuring access to food and shelter to offering counseling and crisis intervention services, your gift helps build a stronger, more supportive community for everyone.

Plus, your donation could be matched, amplifying the impact of your generosity. Learn more about our [gift matching incentives](#) online.

Ready to make a difference? Whether it's through payroll deductions, monthly credit card donations, or a one-time gift, your contribution helps transform lives right here in Niagara.

Click the link below or use the attached pledge form to pledge your support today:

[Insert DONATE LINK OR PLEDGE FORM]

Thank you for being a part of our mission to create positive, lasting change. Together, we're building a better future for our community.

Best regards,

Your 2024 United Way Campaign Committee

3. Final email

Subject suggestion: Final Day Alert: United Way Campaign

Hello Team,

As we approach the final day of our 2024 United Way Niagara campaign, let's reflect on how far we've come together.

[NUMBER OF DONORS] of our colleagues have pledged to change local lives by making a gift that is meaningful to them. **If you have not yet made your gift, please consider a donation that is meaningful to you today. Every dollar gets us closer to our goal!**

Building a community that works for everyone means looking at the bigger picture and focusing on high-impact programs that tackle local social issues head-on. It's about understanding that our neighbours and friends often need support from multiple programs to address their complex needs. So, if you haven't had a chance to pledge your support yet, now is the time! Your participation today will help us reach even more people in need and make a lasting impact.

A thriving Niagara starts with a strong social safety net that supports every person, ensuring no one is left behind. When you contribute to United Way, you're not just giving a donation; you're investing in the future of our community.

Click here to make your pledge before it's too late: [DONATE LINK OR PLEDGE FORM].

Thank you for being a part of building a brighter future for Niagara!

Warm regards,

Your 2024 United Way Campaign Committee