



United Way
Niagara

2025

Workplace Campaigns **Email templates**

1. Launching your campaign

Imagine a Niagara where everyone has access to nutritious food, safe housing, mental health support, and the opportunity to thrive. That's the vision United Way Niagara is working toward, and you can be part of it.

We're excited to kick off our 2025 Workplace Campaign in support of United Way Niagara! When someone in our community needs help, they shouldn't have to wait. United Way exists to make sure vital programs—like food banks, shelters, and mental health supports—continue running without interruption. Your support helps ensure that when help is needed, help is there.

Join us for [PLANNED ACTIVITY] at [TIME] in [LOCATION] as we launch our campaign and learn more about how your generosity creates real change.

Why Give to United Way?

- ✓ *One Gift. Big Impact. Over 100,000 people benefit from 90+ local programs.*
- ✓ *100% Local. Every dollar raised stays here in Niagara.*
- ✓ *Real Results. Last year, your support helped provide:*
 - *796,000+ meals*
 - *12,000+ shelter nights*
 - *10,000+ hours of mental health counselling*

This is more than giving. It's being part of something bigger. Whether you donate, volunteer, or advocate, your actions matter. Together, we can make a UNITED impact.

*Thank you,
Your 2025 United Way Campaign Committee*

2. Mid-campaign/Reminder

Dear [FIRST NAME],

We're halfway through our 2025 Workplace Campaign, and we couldn't have come this far without your incredible support!

Thanks to you, we're making real progress toward our goal of [INSERT GOAL].

But we're not done yet! There's still time to make an even bigger impact before the campaign ends.

Here's how you can help:

- Make or increase your gift—remember, pledges made by [INSERT DATE] may qualify for matching incentives!
- Encourage a colleague to join you—every new donor helps strengthen our community.

Every act of generosity adds up to something greater. Together, we can make a UNITED impact.

Thank you for your commitment to building a stronger Niagara!

Your 2025 United Way Campaign Committee

3. Final email

Dear [FIRST NAME],

Because of you, our 2025 Workplace Campaign was a success! Your generosity supports vital local programs that provide hope, stability, and opportunity to thousands of people in Niagara.

With your help, United Way Niagara can continue to:

- Provide hundreds of thousands of meals to those facing food insecurity
- Support emergency shelter nights for people without a safe place to call home
- Deliver mental health programs and counselling hours for those in need
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Your gift makes a real difference for our neighbors, friends, and families right here in our community.

Thank you for showing that together, we can make a UNITED impact.

Your 2025 United Way Campaign Committee