UNITED WAY
Ohio Valley

ECM EMAILTOOLKIT

A refreshed campaign communication series

United Way of the Ohio Valley

Purpose: Help Employee Campaign Managers communicate clearly, consistently and warmly from pre-launch through campaign results.

Prepare • Launch • Show Impact • Remind • Thank

How to use this toolkit

Each message is designed to be easy for an Employee Campaign Manager (ECM) to personalize while keeping the campaign warm, inclusive and centered on local impact.

Recommended approach Use all five core emails for a typical one- to three-week workplace campaign. Add optional messages only when an event, progress update or practical question creates a genuine need.

The five-message campaign journey

MESSAGE	TIMING	SENDER	JOB TO BE DONE
1. Leadership introduction	About one week before kickoff	Top leader	Explain why the company participates
2. Campaign kickoff	Opening day	ECM / Community Champion	Make participation simple
3. Local impact story	Campaign midpoint	ECM / Community Champion	Connect action to local outcomes
4. Friendly final reminder	1-2 business days before close	ECM / Community Champion	Clarify the deadline without pressure
5. Results and gratitude	After close	Top leader	Celebrate collective impact and thank everyone

Before sending any message

Replace every orange bracketed field.

Test the giving link and confirm the campaign deadline.

Use only current, documented impact statistics and stories approved for public use.

Keep one primary call to action per message.

Confirm whether the sender should be the top leader, ECM or Community Champion.

Check accessibility: descriptive link text, short paragraphs, meaningful image alt text and readable color contrast.

Messaging and brand guardrails

The refreshed series should sound like United Way of the Ohio Valley: warm, trustworthy, community-focused, hopeful, inclusive and action-oriented without being overly promotional.

Every message should

Lead with people and community benefit.

Recognize that progress comes from partners, volunteers, donors, businesses and local organizations working together.

Emphasize measurable outcomes when verified information is available.

Offer participation without guilt, competition or pressure.

Thank people for giving, volunteering, advocating, collaborating or sharing information.

Use plain language and short, mobile-friendly paragraphs.

Avoid

Old forms, videos, program counts or funding totals carried forward without review.

Old logo or not rebranded materials.

Brand asset note: Use current logos, colors, photography and templates provided by United Way and any locally approved United Way of the Ohio Valley materials.

1. Top Leader Introduction

WHEN TO SEND	RECOMMENDED SENDER	PRIMARY PURPOSE
About one week before kickoff	CEO, president, plant manager or senior leader	Establish leadership support and explain why the company participates

Primary call to action: Watch for campaign details

Subject line options

Coming soon: Our United Way campaign

Working together for our community

A way for **[COMPANY NAME]** to make a local difference

Email template

Team,

At **[COMPANY NAME]**, our connection to the community extends beyond the work we do each day. This is where our employees, families, customers and neighbors live, learn and build their futures.

That is why we are proud to participate in this year's United Way of the Ohio Valley campaign. United Way brings businesses, nonprofit partners, volunteers and donors together to respond to local needs and create lasting impact.

Our campaign will run from **[CAMPAIGN DATES]**. During that time, you will hear more about ways to give, volunteer, learn and help strengthen our community. Participation is always a personal choice, and every form of engagement matters.

Thank you for the many ways you already support our community. Please watch for campaign details from **[ECM NAME]** next week.

[TOP LEADER NAME AND TITLE]

Personalization prompt

Add one authentic sentence about why community partnership matters to the leader or company. Keep the final message under 250 words.

2. Campaign Kickoff

WHEN TO SEND	RECOMMENDED SENDER	PRIMARY PURPOSE
Opening day	ECM or Community Champion	Explain the opportunity and make participation easy

Primary call to action: Give, volunteer or learn more

Subject line options

Our United Way campaign starts today

Together, we can strengthen our community

[COMPANY NAME] + United Way: Here is how to take part

Email template

Today we are launching **[COMPANY NAME]**'s United Way of the Ohio Valley campaign.

Across our region, people face challenges that no single organization can solve alone. United Way brings nonprofit partners, volunteers, donors and businesses together around community solutions that help people move forward.

Here is how you can participate:

• Give: **[PAYROLL / PLEDGE INSTRUCTIONS]**.

• Volunteer: **[VOLUNTEER OPPORTUNITY OR EVENT DETAILS]**.

• Learn: Read or watch **[APPROVED LOCAL STORY OR IMPACT LINK] or [SPEAKING ENGAGEMENT SCHEDULED]**.

Our campaign is open through **[DEADLINE]**. If our company is sharing a goal, add: Together, we are working toward **[COMPANY GOAL]**.

Participation is voluntary. Whether you give, volunteer, share information or learn more, thank you for being part of a community that cares for one another.

Questions? Contact **[ECM NAME]** at **[EMAIL / PHONE]**.

Editing note: If there is no volunteer opportunity, remove that bullet. Keep no more than three ways to participate and make the giving action the clearest link.

3. Local Impact Story

WHEN TO SEND	RECOMMENDED SENDER	PRIMARY PURPOSE
Near the campaign midpoint	ECM or Community Champion	Connect the campaign to a current local need and verified outcome

Primary call to action: Read, watch or make a gift

Subject line options

What working together can make possible

A local story of community impact

Your support helps create solutions close to home

Email template

When a neighbor faces **[COMMUNITY NEED]**, finding the right help can feel overwhelming. That is where community partnership matters.

Through collaboration among **[PARTNER / PROGRAM NAMES, IF APPROVED]**, **[BRIEF DESCRIPTION OF ACTION]**. As a result, **[VERIFIED LOCAL IMPACT RESULT]**.

This is one example of what can happen when donors, volunteers, businesses and local organizations work toward a shared goal. United Way helps connect these efforts so community resources can reach people where they are needed.

You can read or watch the full story here: **[APPROVED STORY LINK]**.

If you would like to participate in **[COMPANY NAME]**'s campaign, visit **[GIVING LINK]** before **[DEADLINE]**. Please choose the level and form of involvement that are right for you.

Thank you for helping build a stronger, more connected community.

Impact story formula

Need: Name the community challenge in respectful, person-centered language.

Collaboration: Identify the partners and actions involved.

Outcome: Share one current, measurable result or a consented story.

Invitation: Offer one clear next step.

Verification required: Do not reuse old “what a dollar buys” figures unless United Way of the Ohio Valley has current documentation supporting the amount, service and stated outcome. Fundraising copy should be accurate and traceable.

4. Friendly Final Reminder

WHEN TO SEND	RECOMMENDED SENDER	PRIMARY PURPOSE
One or two business days before close	ECM or Community Champion	Make the deadline clear without creating pressure

Primary call to action: Participate by the stated deadline

Subject line options

A friendly reminder: Our campaign closes [DAY]

There is still time to take part

United Way campaign deadline: [DATE]

Email template

Our United Way of the Ohio Valley campaign closes on **[DAY, DATE, TIME]**. There is still time to participate in the way that is right for you.

If you would like to make a gift, visit **[GIVING LINK]** or follow **[PLEDGE INSTRUCTIONS]**. If you have already participated, thank you. Your involvement joins the efforts of local partners, volunteers, donors and businesses working to strengthen our community.

[OPTIONAL PROGRESS LINE: So far, our team has [VERIFIED PROGRESS RESULT].]

Questions or trouble accessing the form? Contact **[ECM NAME]** at **[EMAIL / PHONE]**.

Thank you for considering this opportunity and for all the ways you contribute to our community.

Tone check Urgent does not need to mean pressuring. Avoid naming nonparticipants or suggesting that employees must give to demonstrate that they care.

5. Results and Gratitude

WHEN TO SEND	RECOMMENDED SENDER	PRIMARY PURPOSE
After the campaign closes	Top leader, with recognition of the ECM and campaign team	Celebrate collective impact and thank everyone

Primary call to action: Stay connected and see what happens next

Subject line options

Thank you, [COMPANY NAME]

Together, we made a local difference

Our United Way campaign results

Email template

Thank you to everyone who participated in **[COMPANY NAME]**'s United Way of the Ohio Valley campaign.

Together, our employees **[CHOOSE VERIFIED RESULTS: pledged $[AMOUNT]** / contributed **[VOLUNTEER HOURS]** / collected **[NUMBER]** items / achieved **[PARTICIPATION RESULT]**]. These results reflect the generosity, time and care of our team.

We are also grateful to **[ECM NAME]**, our campaign team and everyone who helped organize events, answer questions and share local impact stories.

Our campaign is one part of a larger community effort. United Way, nonprofit partners, volunteers, donors and businesses work together to address local needs and help create lasting solutions.

To continue learning about the impact of this work, visit **[CURRENT COMPANY IMPACT OR NEWSLETTER LINK]**.

Thank you for strengthening the place we all call home.

[TOP LEADER NAME AND TITLE]

Results note: Use only final, reconciled figures. If the campaign total is not yet available, thank employees first and send a short results update after the amount is confirmed.

Optional supporting emails

These messages are not required for every campaign. Use them only when they add useful information rather than repeating the core series.

A. Volunteer or Special-Event Invitation

Subject options: Join us for [EVENT] I Volunteer with our team I One more way to take part

Email template

As part of **[COMPANY NAME]**'s United Way campaign, employees are invited to take part in **[EVENT / VOLUNTEER ACTIVITY]**.

Date and time: **[DETAILS]**Location or access: **[DETAILS]**What to expect: **[SHORT DESCRIPTION]**Accessibility or accommodation contact: **[CONTACT]**

This activity supports **[COMMUNITY BENEFIT]** in collaboration with **[PARTNER NAME]**. Space is **[LIMITED / OPEN]**, and registration closes **[DATE]**.

Sign up here: **[REGISTRATION LINK]**. Thank you to **[PARTNERS / VOLUNTEERS]** for making this opportunity possible.

B. Mid-Campaign Progress Update

Subject options: A quick campaign update I Thank you for a strong start I See what our team has accomplished

Email template

Thank you for the strong start to **[COMPANY NAME]**'s United Way campaign.

So far, our team has **[VERIFIED PROGRESS RESULT]**. We appreciate everyone who has given, volunteered, attended an event or helped share information.

The campaign remains open through **[DEADLINE]**. If you would like to participate, visit **[GIVING LINK]**.

Thank you for being part of this shared community effort.

C. Giving or Pledge Help

Subject options: Need help with your United Way pledge? I Giving instructions and support

Email template

If you are trying to complete a United Way pledge and need assistance, here are the key details:

Giving page: **[GIVING LINK]**Deadline: **[DATE AND TIME]**Payroll deduction details: **[INSTRUCTIONS]**Other approved giving methods: **[INSTRUCTIONS]**

For confidential technical or process questions, contact **[APPROVED CONTACT]**. Please do not send payment-card, banking or other sensitive personal information by email.

Participation is voluntary, and individual giving information will be handled according to the approved campaign process.