



CAMPAIGN KICKOFFS AND REMINDERS

Email Templates

(For Salesforce Philanthropy Cloud emails, [click here](#))

(1) Campaign Kickoff Email

Send time: Campaign launch day

Sender: Workplace campaign coordinator

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Subject: Today we launch our 2021 employee giving campaign with Mile High United Way!

Dear [FIRST NAME],

Today we launch our 2021 employee giving campaign with Mile High United Way!

With your support, all of us here at [COMPANY NAME] can help ensure that everyone in our community has the resources they need to thrive. While we're at it, we'll get to have some fun with our fellow co-workers as we raise money for a great cause!

By investing in Mile High United Way, you are ensuring children can enter school ready to succeed, that young adults are prepared for academic success as they transition to college or the workforce, and that families have their most basic needs met and have opportunities to move toward economic success.

Because we believe in this mission, our team has a goal of [MONETARY GOAL OR DESCRIPTION] this year, and we need your help to reach it! The best part? The money you give stays local and impacts families in the community you love and call home.

[PLEDGE/GIVE NOW] - *insert button/link if applicable*

Thank you in advance for showing our community what we're all about here at [COMPANY NAME]. We're so glad to have you on our team.

Sincerely,

[CAMPAIGN CHAIR NAME(S)]

(2) Pledge Reminder Email

Send time: *Sent within campaign dates*

Sender: *Workplace campaign coordinator*

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Subject: It's not too late to give! Learn about who you're helping as a Community United.

Dear [FIRST NAME],

It's not too late to participate in our 2021 workplace giving campaign!

Your donation will support Mile High United Way's programs, which include emergency basic needs assistance for families. Your donation will help families like "Linda's".

Margarita is a Community Advocate with Mile High United Way. She meets one-on-one with families every week, forming a trusted relationship with each family to understand their immediate needs and deliver wraparound support. When Margarita arrived to deliver food assistance to Linda and her children, Linda led Margarita through her apartment with tears in her eyes. In the kitchen, she opened the refrigerator to reveal it was empty.

"This is going to save me and my children's lives," she said. It is because of your support that families like Linda's will not go hungry.

This is one of the countless stories Mile High United Way's Community Advocates experience every day working with individuals and families across Metro Denver. By joining forces with Mile High United Way, we can provide vital support to our community during an unprecedented time when our neighbors need us most.

[PLEDGE/GIVE NOW] - *insert button/link if applicable*

Thank you in advance for showing our community what we're all about here at [COMPANY NAME]. We're so glad to have you on our team.

Sincerely,

[CAMPAIGN CHAIR NAME(S)]

**Name changed for privacy*