



WORKPLACE CAMPAIGN EMAIL TEMPLATES

INTRODUCTION MESSAGE

Workplace Campaign Email Templates

These customizable email templates are designed to help employers communicate the impact of a United Way of Central Iowa workplace campaign. Use them in the order that works best for your organization, adapt the messaging to reflect your company culture, and personalize with your campaign details, links, goals, and employee stories. No matter how you use them, these communications can help educate, inspire, and engage employees throughout your campaign.



EMAIL 1: CAMPAIGN KICKOFF

Subject: Join Us in Building a Thriving Community

Hello Team,

At [COMPANY NAME], we believe strong communities create opportunities for everyone to thrive. That's why we're proud to partner with United Way of Central Iowa.

For more than 100 years, United Way has brought people, businesses, nonprofits, schools, and community leaders together to address challenges and create lasting change across central Iowa.

Through this partnership, we're joining thousands of individuals who are investing in a stronger future for our neighbors and our community.

United Way of Central Iowa's work focuses on the building blocks of a Thriving Community:

- Essential Needs
- Early Childhood Success
- Education Success
- Economic Opportunity
- Health & Well-Being

Every gift strengthens this work. Whether you choose payroll deduction, a one-time gift, or another giving option, your support helps create opportunities for people across central Iowa.

We invite you to join us by participating in this year's workplace campaign.

Make your pledge today: [CAMPAIGN LINK]

Thank you for helping make our community stronger.



EMAIL 2: YOUR GIFT STAYS LOCAL

Subject: Your Gift Makes an Impact Close to Home

Hello Team,

When you give through United Way of Central Iowa, you're investing in solutions that strengthen our local community.

United Way works alongside nonprofit partners, schools, businesses, government agencies, and community leaders to address challenges that affect individuals and families across central Iowa.

Your gift supports efforts that help:

- Connect families to essential resources
- Prepare children for success in school
- Support student achievement
- Create pathways to stable employment and financial security
- Expand opportunities for health and well-being

When we combine our contributions, we can accomplish more together than any one person or organization could alone.

Please consider making a gift through this year's campaign.

Give today: [\[CAMPAIGN LINK\]](#)

Thank you for your support.



EMAIL 3: WHAT DOES A THRIVING COMMUNITY LOOK LIKE?

Subject: Creating Opportunities for Everyone to Thrive

Hello Team,

A thriving community is one where people have the opportunity to meet their basic needs, pursue education, build financial stability, and live healthy lives.

That's the vision that guides United Way of Central Iowa's work.

United Way brings partners together to create measurable progress across five interconnected areas:

Essential Needs

Supporting access to food, housing, transportation, and other critical resources.

Early Childhood Success

Helping children and families build a strong foundation during the earliest years of life.

Education Success

Ensuring students have the support and opportunities they need to succeed in school and beyond.

Economic Opportunity

Creating pathways to employment, financial stability, and long-term prosperity.

Health & Well-Being

Expanding opportunities for individuals and families to live healthier lives.

Every donation helps strengthen these building blocks and move our community forward.

Make your pledge today: [\[CAMPAIGN LINK\]](#)

Thank you for considering a gift through our workplace campaign.



EMAIL 4: MORE THAN A DONATION

Subject: Give. Volunteer. Advocate.

Hello Team,

Supporting United Way of Central Iowa is about more than financial contributions.

There are many ways to create positive change in our community:

Give

Support programs, partnerships, and community solutions that improve lives.

Volunteer

Share your time and talents with organizations working directly in our community.

Advocate

Use your voice to help advance policies and initiatives that strengthen opportunities for individuals and families.

No matter how you choose to get involved, your actions can help create lasting change.

Learn more:

Volunteer Opportunities: [\[VOLUNTEER HUB LINK\]](#)

Advocacy Opportunities: [\[ADVOCACY LINK\]](#)

Thank you for helping build a stronger central Iowa.



EMAIL 5: VOLUNTEER YOUR TIME

Subject: Put Your Passion Into Action

Hello Team,

Giving isn't just about dollars. It's also about sharing your time, talents, and passion with others.

United Way of Central Iowa's Volunteer Hub connects individuals and teams with meaningful opportunities throughout our community.

Whether you're interested in:

- Mentoring youth
- Supporting food security efforts
- Improving literacy outcomes
- Assisting with community projects
- Sharing professional skills

There are countless ways to make a difference.

We're also excited to offer the following volunteer opportunities through our workplace campaign:

[COMPANY VOLUNTEER EVENTS]

[VOLUNTEER TIME OFF POLICY, IF APPLICABLE]

Explore opportunities and get involved:

[VOLUNTEER HUB LINK]

Together, we can make a meaningful impact.



EMAIL 6: LEADERSHIP GIVING

Subject: Amplify Your Impact

Hello Team,

Many of central Iowa's most dedicated community members choose to deepen their impact through leadership giving.

Leadership donors help advance solutions that strengthen our community while connecting with others who share a passion for philanthropy and civic engagement.

United Way of Central Iowa offers several leadership and affinity groups, including:

- Education Leadership Initiative (ELI)
- LINC
- Tocqueville Society
- United LEAGUE
- Women United

Members have opportunities to:

- Connect with community leaders
- Learn about emerging needs in our community
- Participate in volunteer experiences
- See the impact of collective giving firsthand

To learn more about leadership giving opportunities through this year's campaign, contact:

[CAMPAIGN COORDINATOR NAME]

[EMAIL ADDRESS]

[PHONE NUMBER]

Thank you for considering an investment in the future of central Iowa.



EMAIL 7: EMPLOYEE IMPACT STORY

Subject: Why I Support United Way

Hello Team,

Every year, people across our organization choose to support United Way of Central Iowa because they want to make a difference close to home.

[INSERT EMPLOYEE STORY OR TESTIMONIAL]

Stories like this remind us that creating a stronger community happens through collective action.

Every gift, no matter the size, joins with others to support work that helps individuals and families build brighter futures.

Thank you for considering a gift during this year's campaign.

Make your pledge today: [CAMPAIGN LINK]



EMAIL 8: CAMPAIGN REMINDER

Subject: Have You Made Your Pledge Yet?

Hello Team,

Our United Way workplace campaign is underway, and there's still time to get involved.

We're grateful for everyone who has already chosen to participate through giving, volunteering, or advocacy.

If you haven't had the opportunity yet, we encourage you to join your coworkers in supporting work that strengthens central Iowa and creates opportunities for individuals and families to thrive.

Every gift matters, and every participant helps move our community forward.

Make your pledge today: [\[CAMPAIGN LINK\]](#)

Thank you for helping us create lasting impact.



EMAIL 9: LAST CHANCE TO PARTICIPATE

Subject: Help us finish strong

Hello Team,

Our United Way workplace campaign will be wrapping up soon, and we hope you'll join us before it closes.

Throughout this campaign, we've shared the many ways United Way of Central Iowa works with community partners to strengthen our region and create opportunities for people to thrive.

Now there's one final opportunity to be part of that impact.

If you haven't yet made your gift, please consider joining your coworkers in supporting this important work.

Give today: [\[CAMPAIGN LINK\]](#)

Thank you for helping us make a difference together.



EMAIL 10: THANK YOU

Subject: Thank You for Your Generosity

Hello Team,

Thank you for supporting our United Way of Central Iowa workplace campaign.

Because of your generosity and commitment to our community, we're proud to share the results of this year's campaign:

- Total Raised: [AMOUNT]
- Participation Rate: [PERCENTAGE]
- Volunteer Hours: [NUMBER]
- Leadership Donors: [NUMBER]

Every contribution represents an investment in a stronger, more vibrant central Iowa.

Together, we are helping create opportunities for children, families, and individuals to succeed today and in the future.

Thank you for joining us in building a Thriving Community.

With gratitude,