

**Email 1a:**

**Campaign Welcome and Kick-Off**

**From:** Your United Way CEO/CPO, Board or Campaign Chair

**Audience:** All company employees

**C2A:** Give now to join the campaign

Subject line: Creating Thriving Communities

Preheader text: Join Us in Building a Thriving Santa Cruz County

Body

Dear **[First name]**,

Every day, United Way of Santa Cruz County brings people together to help our community thrive. Our work is powered by people, and local businesses like **[company name]** that are committed to supporting the strength, vitality, and resilience of our community.

This is not a regular campaign request. We invite you to join us in building a thriving Santa Cruz County, recognizing and amplifying our power to make a meaningful difference in the community **[or communities]** where we work and live. It's not just a one-time gift to a single issue, but a call to collaborate on the complex challenges Santa Cruz County faces.

Here in Santa Cruz County, we're making a difference in people's lives every year. Through our impact areas of Healthy Community, Youth Opportunity, Financial Security, and Community Resilience we:

- Provide safe afterschool spaces for students across Santa Cruz County
- Connect youth and families to mental health resources
- Prepare students for career and college readiness through youth leadership programming
- Support our community in the face of natural disasters through our 211 database and resources
- Offer financial security support through 211 by connecting residents with resources for housing assistance, employment, and other critical needs.

A thriving Santa Cruz County can happen when we collaborate with people like you, who care about our community and work together to advance programs that meet urgent needs today while building strength for tomorrow.

Join us today: **[Add link to your campaign landing page or [www.unitedwaysc.org/dontate](http://www.unitedwaysc.org/dontate)]**

In Community,  
Signature



## Email 1b:

### Company CEO variation

**From:** Employee Campaign Manager

**Audience:** All company employees

**C2A:** Give now to join the campaign

Dear **[Employee name]**,

Our community in Santa Cruz County is facing several challenges.

- High Cost of Living for youth and families
- Ongoing Youth Mental Health Crisis
- Access to health and human resources

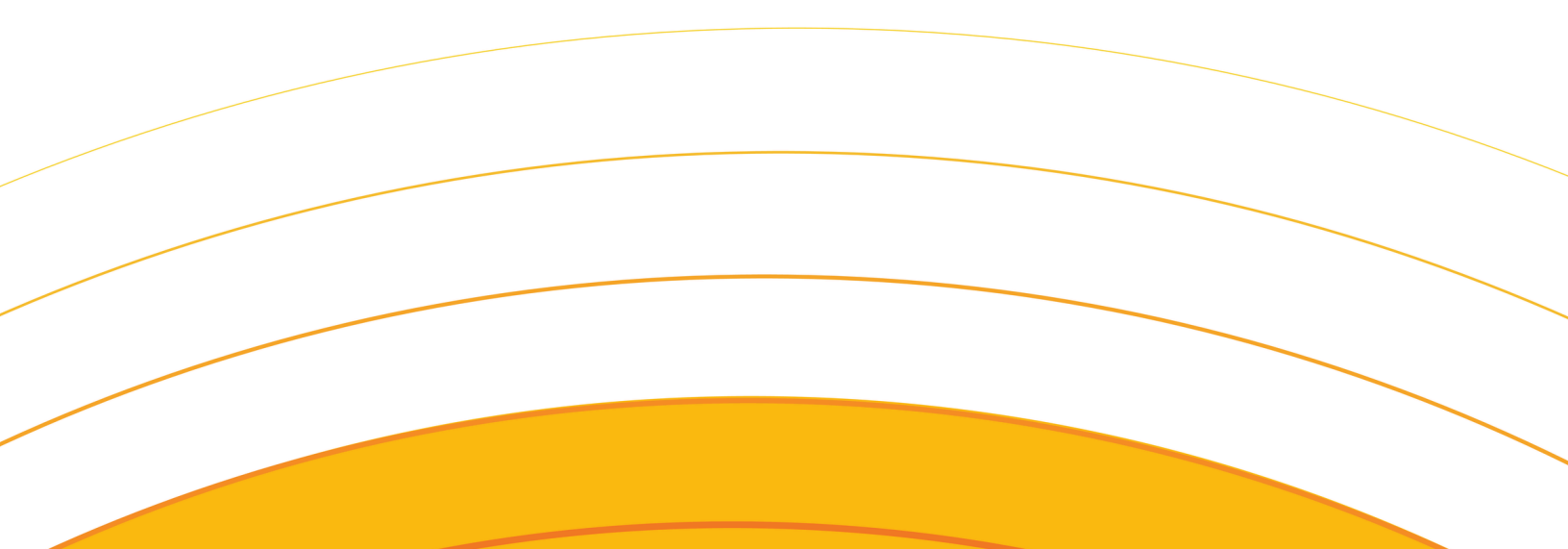
Tough times call for strong action and for us to dig deep and show up ready to join others in a spirit of collaboration. I'm excited to invite you to help build a thriving community by supporting Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency through a partnership with United Way.

This is more than a campaign – it is a call to action for us at **[company name]** to come together with thoughtful intention to support local solutions in the communities where we live and work. We have set an ambitious goal of raising **[monetary goal/description]** to help our neighbors thrive and strengthen our community. Last year, United Way of Santa Cruz County supported over \_\_\_\_\_, with our help.

We're counting on generous people like you and your teammates to help improve the lives of people in our community/ies. **[Insert story or anecdote from company kickoff or previous year's campaign or how United Way connects to the company's established corporate social responsibility goals]**

Make your gift today at **[Add link to your campaign landing page or [www.unitedwaysc.org/dontate](http://www.unitedwaysc.org/dontate)].**

Thank you in advance for your valuable support and for demonstrating what it means to create a thriving Santa Cruz County for all



**Email 2:**

Why United Way?

**From: Employee Campaign Manager**

**Audience:** All company employees

**C2A:** There's still time to give now and join the campaign

**Subject line**

What makes United Way of Santa Cruz County so special?

**Preheader text**

United Way is LOCAL, all over the world!

Body

Dear [First name],

If you're deciding whether or not to contribute to a thriving Santa Cruz County, you might be thinking, "Why United Way?"

Allow us to introduce ourselves. United Way brings people together to build strong communities where everyone can get a quality education, a good job, and live a healthy life. But we don't do it alone: United Way unites people, organizations, and communities in purpose. Together, we mobilize resources swiftly and purposefully to address needs and make life better for every person in every community. United Way helps our community thrive. Through United Way, your neighbors are making meaningful change, whether by charitable giving, volunteering, or speaking out for policies that improve our community. Funds raised by United Way of Santa Cruz County stay in Santa Cruz County, to benefit our community today and strengthen it for tomorrow. Together, we can make a difference in our community, and make life better for those who need help the most right now.

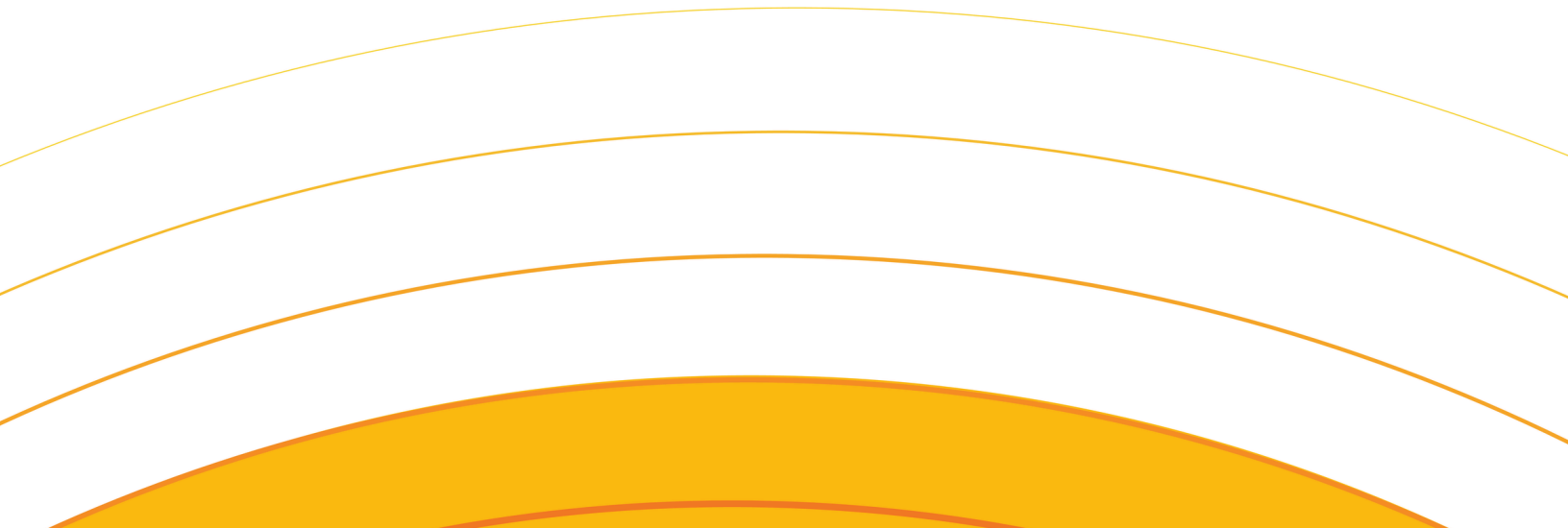
Join us today: **[Add link to your campaign landing page or [www.unitedwaysc.org/dontate](http://www.unitedwaysc.org/dontate)].**

In Community,  
Signature



# Reminder Emails

Depending on the length of your campaign, we recommend sending one reminder email per week. Below are three sample emails, which can be customized to your United Way, and your relationship with that workplace.

- **3a. Impact.** We've offered one email with several opportunities to talk about your impact, but you can make this multiple emails, or center it on just one area of your work that fits most closely with the Company's community service/impact goals.
  - **3b. Great things we do together.** Use this one to highlight special activities you've done with donors, like Day of Action/Caring/Service, or volunteer projects they've completed.
  - **3c. Time is running out!** You can do a few iterations of this: starting 10 days out, or one week or one day, then another email on the last day. Again, do what makes sense for your relationship with this company.
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**3a. Reminder #1:**  
**United Way's Impact**

**Subject line:** What have we done together in Santa Cruz County?

**Preheader text:** A lot!

**Body**

Dear [First name],

Whether you are new to United Way of Santa Cruz County, or have been involved with us for years, you play an important role as a catalyst for positive change in our community.

Day in and day out, United Way of Santa Cruz County develops and supports programs that meet the most urgent needs in our community, which includes our 211 call center and database and our various youth programs. You may be surprised at all the ways we are building a better Santa Cruz County. We're proud of all we've accomplished together for our great community:

- Served over 400 students through our United 4 Youth Initiative
- Provided over 3,000 backpacks to youth experiencing homelessness
- Connected nearly 10,000 people to resources through 211 referrals
- Through the support of a USDA grant and local United Way partners, through the Farm and Food Worker Relief program, we have provided payments to more than 2000 farmworkers who powered the agricultural industry during the pandemic.
- Delivered nearly 2,600 meals to homebound residents through the 211 and DoorDash Food Pantry Delivery Program
- Supported nearly 100 families with accessing rent relief through the Housing is Key Program
- Lead over eight different youth leadership projects through the Youth Action Network and Jóvenes Sanos focusing on youth mental health and youth well-being advocacy.

United Way also works diligently to respond to evolving challenges and immediate crises. That was evident during COVID-19, the CZU Fire Complex, and the 2023 atmospheric winter storms and flooding.

Considering all we've done, imagine how we can create a thriving Santa Cruz County for all.

If you've already given, we thank you and appreciate your partnership. If you haven't made a gift but still want to make a meaningful difference for the people in our Community, we invite you to join us!

You know we can do more United than alone.

In Community,  
Signature



### 3b. Reminder #2:

#### Great things we do together

**From: Employee Campaign Manager**

**Audience:** All company employees

**C2A:** Join the campaign and continue to make great things happen

**Subject line:** Look at the great things United Way of Santa Cruz VCounty and [company name] have done!

**Preheader text:** intentionally left blank

#### Body

Dear **[First name]**,

We want to take a moment to celebrate all the ways United Way of Santa Cruz County and **[company]** have made a real difference in the lives of people in our community. **[This email should be tailored to your company. We suggest]:**

- Highlight the number of years a company has been a sponsor,
- Highlight the impact the company has had during your day of action/day of caring—the # of hours, the value of that volunteer service to the community. How United Way has helped deepen the company culture around service. Add photos from the Campaign or other United Way Volunteer Opportunities like Stuff the Bus and VITA
- Has the company done holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?

With United Way of Santa Cruz County, we can build on **[company's]** legacy of service to strengthen our community. Join us today in being United in Purpose. **[Add link to your campaign landing page or [www.unitedwaysc.org/dontate](http://www.unitedwaysc.org/dontate)].**

In Community,  
Signature



**3c. Final reminder:  
Time is Running Out**

**From:** Employee Campaign Manager

**Audience:** Company employees who have not made a campaign gift

**C2A:** Make your gift today

**Subject line:** Time is running out to support a Thriving Santa Cruz County!

**Preheader text**

[Customize this for the countdown you want to maintain, I.e., one week, few days, today's the last day!]

**Body**

Dear **[First name]**,

Whether you are interested in community resiliency efforts or youth opportunities, United Way of Santa Cruz County gives you an opportunity to make a direct impact on the issues you care about.

Through United Way of Santa Cruz County, you can help advance effective solutions to community challenges making life better for every person across our community.

With United Way of Santa Cruz County, we can build on **[company's]** legacy of service to create a thriving Santa Cruz County. Join us today!

**[Add link to your campaign landing page or [www.unitedwaysc.org/donate](http://www.unitedwaysc.org/donate)].**

In Community,  
Signature



#### 4a. General:

##### Thank you Email #1

**From:** Employee Campaign Manager

**Audience:** ALL company employees

**C2A:** See your impact

**Subject line:** Thank you! You've changed lives in [Anytown or xx region]

**Preheader text:** intentionally left blank

#### Body

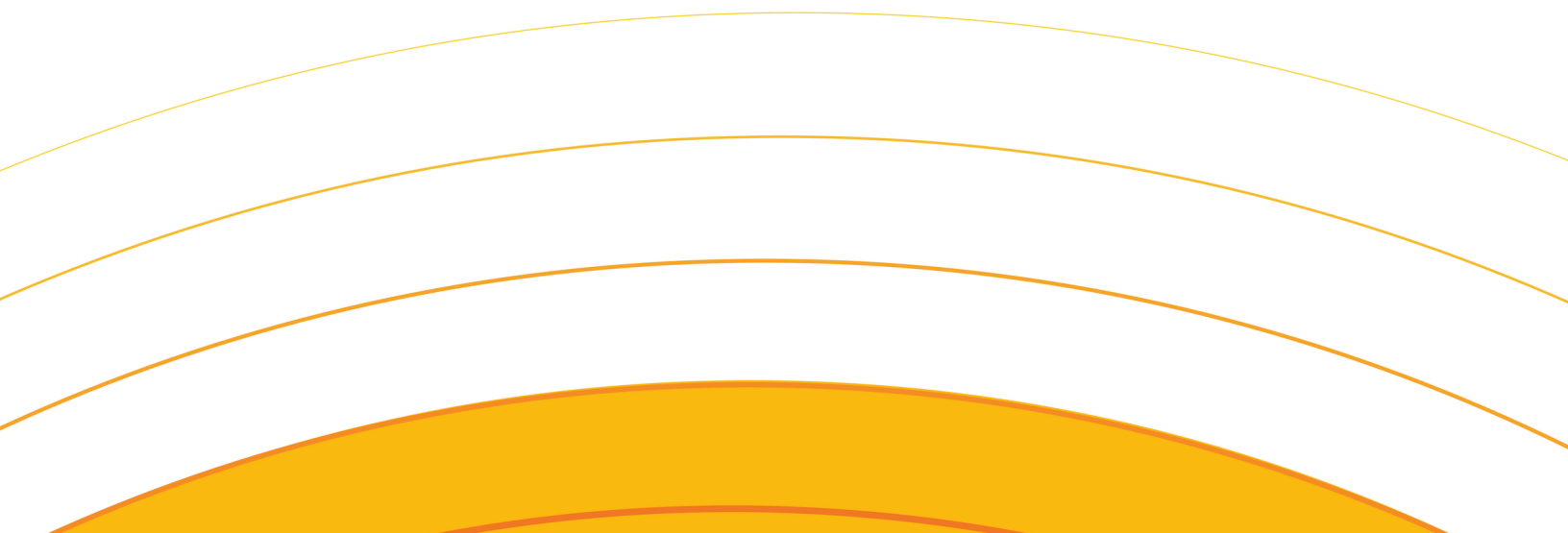
Dear **[First name]**,

Join me in celebrating the incredibly successful **[workplace giving campaign name]** community-building effort! It takes an entire community to change lives. I could not be more appreciative that I work in this one. I'm thrilled to report:

**[Company name]** employees gave \$ **[dollars pledged]** to United Way of Santa Cruz County **[participation rate%]** of **[Company name]** Employees gave to United Way of United Way of Santa Cruz County **[number of donors]** of **[Company name]** employees gave to United Way of United Way of Santa Cruz County **[Company name]** employees contributed more than **[number of volunteer hours]** volunteer hours during the campaign.

I thank you on behalf of the families, children, neighbors, and friends who will benefit from your generosity.

In Community,  
Signature





**4b. United Way Donor:  
Thank You**

**From:** Employee Campaign Manager

**Audience:** Company employees who donated to United Way (not designated to other organizations)

**C2A:** Live Your Purpose

**Body**

Dear **[First name]**,

First, I would like to express my deepest and most heartfelt gratitude for your generous gift to United Way. Your support has a far-reaching impact and will help improve the lives of those in need every day.

I can't thank you enough for your support in creating a thriving Santa Cruz County. As someone who has expressed their commitment and intention, I wanted to reach out and let you know that there are additional ways for you to live your purpose and advance the solutions to our community's challenges.

**Volunteer.**

Make a difference in your community through volunteer work – providing a ride for someone who is homebound, volunteering with 211 & VITA for tax prep, helping stuff backpacks for Stuff the Bus, or being a volunteer in one of our youth programs. Perhaps you'd like to serve on one of our community's leadership groups or offer your professional skills to our Emerging Leaders Circle. There are many ways to contribute your time and skills through United Way.

**Advocate.**

Encourage your neighbors and colleagues to become active in our community and raise your voice on the issues that impact hard-working families in our community. Join United Way's in-person and virtual events to help every person in our region thrive.

Thank you for your commitment to Santa Cruz County. We are looking forward to working with you to make our community stronger together, United in Purpose.

In Community,  
Signature

