

Campaign Welcome and Kick-Off

From: Company CEO, or other leadership

Audience: All company employees

C2A: Give now to join the campaign.

Subject line: Together, make a difference HERE.

Preheader text: United, we can do more for the Ozarks.

Body:

Dear [Employee name],

Our communities in the Ozarks are facing several challenges. **23%** of children in Missouri have an identified **mental, emotional, or behavioral health challenge**, and **childhood abuse** and neglect continue to be pervading red flags in our area.

We're facing a critical shortage of **safe, affordable housing**. In the last 5 years, housing costs have increased by **73%**. Poor **mental health** and **substance abuse** are also prevalent challenges in the Ozarks region.

Tough times call for **strong action**. To create positive change, we need to dig deep and join others in a spirit of collaboration. I'm excited to invite you to help **champion our community's children** and **provide pathways out of poverty**, by making a pledge to **United Way of the Ozarks'** annual campaign.

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.

When you make a gift through United Way of the Ozarks, you provide funding for 21 programs at 14 nonprofits in our region. Last year, with our help...

- 903 individuals were given a safe haven from abuse or neglect.
- 4,226 received support during a crisis, giving them resources for safety and healing.
- 792 children achieved new milestones in education and development.
- **2,705 youth** were supported by a **consistent, caring adult relationship**.
- **658 unhoused individuals** were moved to **stable housing**.
- **3,155 people** received **mental health counseling**, regardless of ability to pay.

We're counting on generous people like you to help improve lives **here** in the Ozarks. [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] [Insert information about how they can donate]

Thank you in advance for your valuable support and demonstrating what it means to LIVE UNITED at [company name].

Closing,
Signature

BUTTON/CTA TEXT: MAKE YOUR PLEDGE TODAY

Reminder #1: United Way's Impact

From: Company leadership or Employee Campaign Manager

Audience: All company employees

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

Subject line: What have we done together in HERE in the Ozarks?

Preheader text: A lot!

Body:

Dear [First name],

Whether you are new to United Way of the Ozarks, or have been involved for years, you play an important role as a **catalyst for positive change** in our community.

Day in and day out, **United Way of the Ozarks** funds programs that meet the most urgent needs in our community.

Together, we can accomplish great things **here** in the Ozarks:

We're **here** for **bright futures**. Through United Way, we will help children achieve new milestones in education, development, and health. We're **here** for a **better tomorrow**. We'll help provide pathways out of poverty through stable housing, workforce readiness, and financial literacy. We're **here** for **each other**. We'll give, advocate and volunteer to help lift our neighbors out of crisis.

You may be surprised at all the ways we are building a better future for the Ozarks. Last year, with our help...

1. United Way and its partner agencies reduced barriers to **workforce training, stable housing, and healthcare**, empowering **6,861** people to build a better tomorrow.
2. They provided **6,464** individuals with essentials like **food, shelter, or crisis support**.
3. They provided **mentorship and advocacy** for over **2,705 youth**.

But our communities still face **real challenges**. We need **your help** to make an even greater impact this year. If you've already given, we thank you. If you haven't made a gift but still want to make a meaningful difference **here**, make your pledge today. Alone, we can do something, but together we can do so much.

Closing,

Signature

BUTTON/CTA TEXT: MAKE A DIFFERENCE- [With link to pledge or instructions to donate](#)

Reminder #2: Our Impact

From: Company leadership or 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 the Ozarks 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 the Ozarks and [company] have made a real difference in the lives of people in our community.

Tailor this email to celebrate the partnership between your company and United Way-

- Highlight the number of years your company has been a sponsor/partner, highlight workplace giving history.
- Highlight the impact the company has had during 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 Day of Caring, if you have releases.
- Has the company done food drives or holiday drives through united way to benefit the community?
- Does the company have hours of volunteerism to celebrate?]

With United Way of the Ozarks, we can build on [company's] legacy of service to strengthen our community. Join us today and help make a difference **HERE** in the Ozarks. [Add link to your campaign landing page or instructions for giving].

Closing,
Signature

Button/CTA Text: JOIN US

Final Reminder: Time is Running Out

From: Company leadership or Employee Campaign Manager

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

C2A: Make your gift today

Subject line: Time is running out to make a difference, HERE.

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 helping children reach their full potential, lifting victims out of crisis, or providing our neighbors with hope for a better tomorrow, United Way of the Ozarks gives you an opportunity to make a direct impact on the issues you care about.

Through United Way of the Ozarks, you can help advance effective solutions to community challenges making life better for every person across the Ozarks region.

With United Way, we can build on [company's] legacy of service and dedication to making our community the best it can possibly be. Join us today. [Add link to your campaign landing page or instructions for giving].

Closing,
Signature

BUTTON/CTA TEXT: DONATE

General: Thank you Email

From: Company leadership or Employee Campaign Manager

Audience: ALL company employees

C2A: See your impact

Subject line: Thank you! You've changed lives HERE in the Ozarks!

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 Ozarks, building a better tomorrow and brighter futures **right here** in the Ozarks.

[participation rate%] of [Company name] employees gave to United Way of the Ozarks AND/OR [number of donors] of [Company name] employees gave to United Way of the Ozarks.

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

Closing,
Signature

BUTTON/CTA TEXT: See Your Impact and stay in touch throughout the year! (Link to United Way of the Ozarks Website- uwozarks.org)