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**Workplace Campaigns Email Messaging**

## **EMAIL NAME:** Campaign Kickoff for Middlesex United Way

## **SUBJECT LINE:** Let’s Show Up for Middlesex County

First Name/Dear Colleagues,

I am pleased to report that ***[Company’s]*** 2020-21 campaign to support Middlesex United Way is OFFICIALLY UNDERWAY!

Last year, ***[Number]******[Company Name]***] employees raised ***[$XXX, XXX***] as part of our campaign. You can help make our community better, more equitable and stronger with your gift to United Way today. Join others at ***[Company Name]***who are ready to Show Up United.

Your donation will:

* Ensure MORE of our neighbors’ basic needs are met.
* Ensure MORE individuals and families are economically stable.
* Ensure MORE individuals and families are healthy and safe.
* Ensure MORE students succeed academically.
* Ensure MORE individuals and families can thrive in an anti-racist, equitable, and inclusive community.

Middlesex United Way has always helped the most vulnerable people meet their basic needs and improve their health, education and financial stability. As more people continue to need immediate support to recover, our communities also need comprehensive ways to rebuild more equitably. We have programs and partners who are making this possible and we need your support to make sure even more people get the help they need.

Thank you for your support of United Way! I look forward to a fantastic campaign!

## **Logo, company name Description automatically generated**

## **EMAIL NAME:** Employee Email – General

## **SUBJECT LINE:** Let’s Show Up for Middlesex County

First Name/Dear Colleagues,

With your help, more neighbors will be able to navigate the long recovery ahead as they rebuild their lives.

Middlesex United Way has continued to serve our communities, making sure everyone has access to health care, receives a quality education and can build a financially stable path. With generous support from people like you, we can make sure we’re helping people recover today and reimagining a future for our community that is more equitable, where everyone can thrive.

When you give to your company’s workplace campaign you help more people in Middlesex County:

● Develop early skills

● Graduate high school

● Get trained for a job

● Save money

● Access health care

● Find healthy food

● Stay in a safe home

Helping people in our community overcome these challenges is what Middlesex United Way has done for over 80 years. We have been there year after year for our community’s most vulnerable. Now we’re asking you to Show Up too.

I hope you will join me in supporting Middlesex United Way this year. Here is how you can help:

• [Company add donation information]

If you have questions, please contact me or [INSERT ADDITIONAL NAMES IF APPLICABLE].

## **EMAIL NAME:** Middlesex United Way Impact Story

## **SUBJECT LINE:** Show Up Today to Create Lasting Change

First Name/Dear Colleagues,

Chris entered a Middletown supported employment program at one of the lowest points in his life after battling depression from the loss of his parents. He felt lonely, lost, and was ready to give up. With the help and support of the Middlesex United Way funded partner, Chris began to meet with an employment specialist and began to work closely with him to help find a job he would excel in.

Chris didn’t just get a job through employment services, but a beginning–one where he is happy to wake up every day with a purpose. He is now employed full time at the Red and Black Café in Middletown with a different outlook on life and the motivation to live a successful and vibrant life.

Please consider Showing Up United at [Company Name] by making a gift to United Way. Your support will help improve the lives of those in need in Middlesex County.

## **EMAIL NAME:** Employee Donor Spotlight

## **SUBJECT LINE:** Middlesex United Way Donor Spotlight

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Looking for a way to highlight employees who are giving? We suggest creating an email to highlight donors.

**Here are some tips on how to create those messages:**

* Include a photo of the employee in the email
* Include a quote from the employee about why they give to United Way
* Ask the employee the following questions to help you draft your email spotlight
  + Why do you give to United Way?
  + How long have you been a donor?

***[Company Name]*** *and Middlesex United Way are grateful for all employees who participate in the 2021 workplace campaign. This campaign, we are excited to share the story of a* ***[Company’s]*** *employee who has contributed to the campaign and United Way’s goal to create lasting change in our community.* 

**[Name of Employee, Location, Length of Employment]** says he/she gives Shows Up United by making a donation because **[Reason Here].**

Your support will help improve the lives of those in need in Middlesex County. Please Show Up United like [**First Name]** and **[Company]** by making a gift today.

If you have already made your gift to the United Way campaign, thank you for your generosity and support!