

SAMPLE LETTERS

SAMPLE LETTER | CAMPAIGN KICK-OFF LETTER FROM CHIEF EXECUTIVE OFFICER

Dear Employee (personalize with employee name, if possible),

Great things happen when we LIVE UNITED!

Throughout our personal and working lives we have learned the value of teamwork. We can accomplish so much more by working together as a team. United Way of the Valley and Greater Utica Area is a great example of just how powerful a force teamwork can be.

By contributing to United Way's Annual Campaign you are joining with others across the Valley and Greater Utica area to strengthen the building blocks of a quality of life – Education, Income, Health and Community Safety Net. People like you, with passion and commitment, are leading the way for a brighter tomorrow. One in four people in our community requests help from a United Way funded program. Whether or not they receive that help, depends on you!

You can be assured that your gift is going directly to the people who need it most when you give to United Way of the Valley and Greater Utica area. I ask that you join me in supporting our team effort and continue (workplace name)'s tradition of community support.

Sincerely,

SAMPLE LETTER | THANK YOU LETTER AT CAMPAIGN CONCLUSION

Dear Contributor (personalize with employee name, if possible),

Great things happen when we LIVE UNITED!

Your generous pledge of \$[AMOUNT] to the 2018–19 United Way of the Valley and Greater Utica Area campaign is making great things happen;

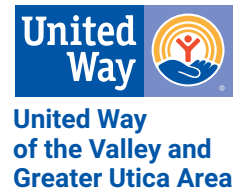
- Helping fund over 50 local programs provided by more than 30 non-profits and 3 direct impact initiatives
- Bringing more than \$10 million back to our community through free volunteer tax preparation services and free online filing via MyFreeTaxes.com
- Establishing an easy to remember telephone number that connects people with important local health and human services through a vital program called 2-1-1 Mid-York.

By contributing to United Way's annual campaign, you are joining with others across the Valley and Greater Utica area to strengthen the building blocks of a quality of life – Education, Health, Financial Stability and Basic Needs. People like you, with passion and commitment can lead the way for a brighter tomorrow.

Your donation makes a difference. Thank you for showing that you know what it means to LIVE UNITED!

Sincerely,

United Way of the Valley and Greater Utica Area
201 Lafayette Street, Suite 201, Utica, NY 13502
315-733-7691



NAME
BUSINESS
ADDRESS
CITY, STATE ZIP

Dear NAME,

Can you imagine being a part of something so big that it affects 1 in 4 people right here in our community?

United Way of the Valley and Greater Utica Area has been doing just that for 97 years and we need you to join us!

Over 50 local programs rely on donations to United Way to help people right here in the Valley and Greater Utica area. These programs have proven outcomes that focus on making our community better through our focus on healthy lifestyles, education, stable income and a community safety-net.

We can't do it without our community's generosity and the partnership of great leaders just like you.

[Workplace name] is one of more than 160 companies that help raise funds for our local United Way. In an effort to go above and beyond they seeking incentives and donated items for their workplace campaign which will benefit United Way of the Valley and Greater Utica Area. We hope you will welcome and assist [Workplace name] raise more funds for our community.

The Valley and Greater Utica area is a great place to live, work and play. Our community is one of a kind, which is why we are so passionate about making it the best that it can be.

By partnering with United Way and other local businesses YOU can make a difference. **That's what it means to truly LIVE UNITED.**

Sincerely,

Kristyn Bucciero Beckwith
Director of Development & Marketing
United Way of the Valley and Greater Utica Area

P.S. **YOU can make a difference by helping your family, friends and neighbors.** I would love the opportunity to talk more about United Way of the Valley and Greater Utica Area and how your donation will be invested in our community. If you have questions, please call me at 315-733-4691 ext. 232. Thank you!

SAMPLE EMAIL | CAMPAIGN INTRODUCTION / INVITATION TO UNITED WAY PRESENTATION

Can you imagine being a part of something so big that it affects 1 in 4 people right here in our community? United Way of the Valley and Greater Utica Area has been doing just that for 97 years and YOU make it possible!

Great things happen when we Live United! Our community's needs are great and there is no one person and no one agency that can do it alone. That is what makes United Way of the Valley and Greater Utica Area's efforts so unique. United Way funds 49 local programs providing for our current community needs now. Programs which help people of all walks of life, from our children to our elderly community, at the same time, collaborating with members of our community to work towards solutions.

Join United Way for a brief presentation to learn more about how YOUR donation makes an impact.

[ADD THE PRESENTATION DETAILS HERE]

SAMPLE EMAIL | DAY OF UNITED WAY PRESENTATION

Today kicks off our annual United Way campaign! You may be thinking, "That's great, but WHAT DOES United Way do with my money?!"

They are here to tell you just that! Join us for a brief presentation to find out what United Way does with your money.

[ADD THE PRESENTATION DETAILS HERE]

Your pledge form is attached. Giving is made easy through United Way! You can make your donation right through your paycheck. Just fill out the pledge form with how much you want taken out of each pay period. Payroll deduction allows you to spread out payments throughout the year – no checks to write – no payment dates to remember (of course, if you prefer cash or check donations, they are accepted as well.)

SAMPLE EMAIL | FOLLOW UP – ATTACH PLEDGE FORM AND FLYER / UPDATE DEADLINE DATE

Missed United Way's presentation but still want to know "WHAT DOES United Way do with my money?!"

You missed some real stories about how your donation through United Way helps our community. Here is some information on what United Way does with your donation...

Your dollar takes a journey to make sure it is impacting our communities BIGGEST NEEDS. United Way and their community volunteers do the hard work so that you don't have to! They take a deep look into each part of a non-profit's service or program, to make sure everything is up to standards, including their financials. They make sure the non-profit is actually tackling the issues facing our community.

YOUR MONEY is currently funding 49 programs with proven outcomes, making a real impact right here in the Valley and Greater Utica area.

YOUR MONEY is helping people of all walks of life, from our children to our elderly, at the same time collaborating with community members to work toward solutions.

Want to get involved? Complete the attached pledge form and give it to me by [DATE HERE].

The Valley and Greater Utica area is a great place to live, work and play. Our community is one of a kind, which is why we are so passionate about investing in United Way, to make it the best that it can be! Check out the attached flyer for more information on how your dollar works through United Way.