

COMMUNICATION GUIDE

USING YOUR COMPANY NEWSLETTER OR INTRANET SITE

- Provide a link to United Way of Allen County's website: www.unitedwayallencounty.org
- Post or send daily educational and informational messages about United Way during your campaign
- Share a United Way video
- Post a schedule of campaign events
- Feature employees who have benefited from United Way or use a story found on our website
 - <https://www.unitedwayallencounty.org/our-work/united-way-stories/>
- Ask employees why they give/volunteer or how they "**LIVE UNITED**" and post their quotes
- Encourage employees to be social with United Way of Allen County on social media: [@uwacin](https://twitter.com/uwacin)

SAMPLE E-MAIL MESSAGES

ANNOUNCING YOUR CAMPAIGN

SUBJECT: Are You Ready to Make a Difference?

Mark your calendars! [Insert Company]'s United Way campaign starts [Insert Date]. As Employee Campaign Coordinator, I look forward to making this a fun and impactful experience for everyone. United Way's campaign is our opportunity to help individuals in our community reach their full potential by breaking down the barriers they face. I am excited for our United effort in the next few weeks and I encourage your participation and support!

More details to come.

ANNOUNCING YOUR CAMPAIGN KICKOFF

SUBJECT: Let's Create Generations of Impact!!

Join us and **LIVE UNITED** as we kickoff our United Way campaign! Everyone is invited to join us in as many of the following events and activities as you can:

[Insert activities that you are having]

Look for more ways to **GIVE, ADVOCATE, & VOLUNTEER** with United Way soon because great things happen when we come together!

CAMPAIGN PROGRESS UPDATE

SUBJECT: We Are Almost There!

Congratulations [Insert Company] employees! We've reached ___% of our goal. UNITED, we are working to recover from COVID-19, reimagine the way we live, and rebuild our community. That is what your dollar means.

Please turn in your pledge cards by [Insert Date] so that we can reach our final goal of [Insert Amount]. I am proud to be a part of this impact that is changing so many lives. Please let me know of any questions you have!

WHAT DOES YOUR DOLLAR DO?

SUBJECT: Every Dollar Makes an Impact.

United Way of Allen County raised approximately \$5 million dollars for COVID-19 relief, impacting over 500,000 individuals in your community. UNITED, we kept children from going hungry, a roof over families' heads, support for homeless individuals, and so much more. To find out more about United Way, please visit [unitedwayallencounty.org](http://www.unitedwayallencounty.org).