

## Campaign Launch Email Blast

Good-Bye Summer—Hello United Way Campaign!

Let's Rebuild Cayuga Together! [BUSINESS NAME] is excited to launch the 2020-21 United Way of Cayuga County Virtual Campaign!

Your gift to the United Way supports thousands of Cayuga County residents. Currently support from last year is funding 27 wide-ranging programs within 18 partner agencies. Of those who rely on United Way funded programs, 54% are accessing financial stability and safety net programs focused on food, shelter, housing, transportation, and more.

As a long-time partner of the United Way, [BUSINESS NAME] is asking you to help ensure a brighter future for your neighbors, friends, and colleagues. Gifts large and small create positive change and our community needs your support now more than ever. As the pandemic lingers, more Cayuga County residents are in search of basic needs.

This year, our goal is to [RAISE \$XXX, INCREASE EMPLOYEE PARTICIPATION BY XX%, ETC.] to support our community—you can help. Make your gift between [CAMPAIGN DATES].

With the new Virtual Campaign tools, you can now make your gift from your phone, computer, or tablet. Yes—you can still enroll for payroll deduction! Fill out your digital pledge form now by following this link:

<https://app.mobilecause.com/e/UCIz1A?vid=bzex0>

The earlier you make your 2020-21 gift, the more chances you'll have to win one of the great Step Up & Win prizes.

Stay tuned and follow the United Way on [Facebook](#), [Instagram](#), and [Twitter](#)

[SALUTATION],  
[YOUR NAME]

## Mid-Campaign Reminder Email Blast

[GREETING]!

We are halfway through our 2020-21 United Way Campaign! We are only [XXX] away from our company goal of [GOAL]! Help us Rebuild Cayuga Together by making your gift by [CAMPAIGN END DATE]!

Your gifts to the United Way support individuals and families in all of life's stages, in every region of our county, and from all socio-economic backgrounds. Among those seeking help are ALICE—Asset Limited, Income Constrained, Employed. These individuals and families often work more than one job and are one emergency away from falling into poverty.

In Cayuga County, 30% of your neighbors are ALICE families. Our goal at [BUSINESS NAME] is to work with the United Way to ensure our community has all the resources it needs to both survive and prosper. You can help—make your pledge today!

<https://app.mobilecause.com/e/UCIz1A?vid=bzex0>

Using the new Virtual Campaign tools, you can give from your phone, computer, or tablet! You can enroll in payroll deduction or make a one-time gift via credit card, check or cash. The earlier you make your 2020-21 gift, the more chances you'll have to win one of the great Step Up & Win prizes. Fill out your pledge form today and follow the United Way on [Facebook](#), [Instagram](#), and [Twitter](#)!

Thank you for helping [BUSINESS NAME] reach our goal to support the United Way and the community!

[Salutation],  
[Name]

## Final Campaign Reminder Email Blast

[GREETING]!

We need you! Only [X] days until the 2020-21 [BUSINESS NAME]'s United Way Campaign wraps up! We are only [XXX] away from our goal and we need your help! If you have not given, complete your pledge today!

With many in our community struggling with reduced hours and wages or job loss, your gift to the United Way is crucial to ensure programs and services are available to those in need. As we continue to recover from the pandemic, dollars toward the 2020-21 Campaign will focus on basic needs such as food, shelter, transportation, child care, and mental health needs.

Giving is easy using the new Virtual Campaign—you can sign up for payroll deduction or make a one-time gift from your phone, computer, or tablet! Complete your digital pledge form today:

<https://app.mobilecause.com/e/UCIz1A?vid=bzex0>

Also—the earlier you make your 2020-21 gift, the more chances you'll have to win one of the great Step Up & Win prizes.

Make your gift today and follow the United Way of [Facebook](#), [Instagram](#), and [Twitter](#)!

Thank you for helping [BUSINESS NAME] reach our goal to support the United Way and the community!

[SALUTATION],

[NAME]

## Campaign End Thank You Email

[Greeting]!

THANK YOU! Because of your support and generosity, the [BUSINESS NAME] team has contributed \$XXX to the United Way of Cayuga County Campaign!

[TALK ABOUT YOUR INTERNAL GOAL]

Thank you again for making [BUSINESS NAME]'s United Way Campaign a huge success and supporting your neighbors!

Stay up-to-date with the United Way and see how your gifts make a difference every day by following them on [Facebook](#), [Instagram](#), and [Twitter](#)!

[SALUTAION],

[NAME]