

WORKPLACE GIVING SAMPLE EMAILS

This guide gives you a few templates to work from when launching your organization's workplace giving campaign. These are meant to be thought starters and there are a lot of ways they can be customized to the specifics of your organization.

Two things that will really help:

- Give some thought as to why your organization chose to support Valley of the Sun United Way; helping people understand that connection helps to make it clearer why they should support it individually.
- Give some thought to why you personally feel a connection to Valley of the Sun United Way's work.

Email from CEO/Leadership Before Starting a Campaign

Campaign Kickoff Email to Employees

Campaign Reminder Email to Employees

Campaign Reminder Email #2 to Employees

Final Campaign Reminder Email to Employees

Thank You Email to Employees After Campaign Ends

Email from CEO/Leadership Before Starting a Campaign

Example Subject Lines:

Coming soon: workplace giving with Valley of the Sun United Way 🧐❤️

Announcing our partnership with Valley of the Sun United Way 🧡

👉 Workplace giving is around the corner!

Dear [company] employees,

As we enter [open enrollment/workplace giving] season, we are excited to share that we are [continuing our partnership/partnering] with Valley of the Sun United Way (vsuw.org).

For nearly 100 years, Valley of the Sun United Way has brought leaders and experts from companies, nonprofits, and public entities together across Maricopa County to support our communities' greatest challenges.

Through Valley of the Sun United Way's online giving platform, you can easily enroll in our employee workplace charitable giving program. This is an opportunity for you to pledge financial support in a way that is most meaningful to you by convenient payroll deduction or credit card.

Whether it's helping students stay in school, housing those experiencing homelessness, feeding those facing food insecurity, or providing resources to those seeking better job opportunities, you can select how'd you'd like to personally make an impact.

With the support of loyal donors and volunteers like you, we know we can achieve Mighty Change—together. Every dollar you donate and every hour you volunteer benefits our friends, families, and neighbors right here in Maricopa County.

To find out how to get started, visit [link]. If you'd like more information, you can contact [name and email of your internal contact]. And be on the lookout for campaign details soon.

Let create Mighty Change, together!

Best,
[Name]

Campaign Kickoff Email to Employees

Example Subject Lines:

Let's create Mighty Change 💪

Be a force for Mighty Change – Enroll in Workplace Giving ✨

Workplace giving campaign launch 🚀

Dear [company] employees,

Through our 2024 workplace giving campaign in partnership with Valley of the Sun United Way, [company] employees are helping to create a community where every child, family and individual is healthy, has a safe place to live, and has every opportunity to succeed in school, in work and in life.

Valley of the Sun United Way ensures the right partners and supports are brought together at the right time and in a collaborative way to create a more equitable and thriving community for us all. Their work changes lives, communities, and hearts for good—and you can be confident that your donation will make a meaningful difference where needed most in the community.

Our workplace giving campaign begins [XXXX Date] and ends on [XXXX Date] with some fun events planned along the way. {Optional sentence if your company matches gifts} And during our campaign, [Company Name] will make your dollars go further by matching your generous gift!

To give you an idea of the power of your donation, just \$2 per pay period helps local food banks provide 260 meals to families experiencing hunger. A gift of \$20 per pay period ensures a student and their family who are experiencing food insecurity have ready-to-eat Pantry Pack meals for an entire year. That means students and individuals can spend less time worrying about where their next meal will come from, dedicating more time and energy to their education, and expanding economic opportunities.

From payroll contribution to volunteering, you can change lives and create a Valley community we can all be proud of.

For more information about how you can get involved, contact [name and email of your internal contact].

Thank you for considering a gift to support our campaign and the place we call home.

Best,
[Name]

Campaign Reminder Email to Employees

Example Subject Lines:

Will you join us in creating Mighty Change? ❤️

Mighty Change is up to us!

Become a force for Mighty Change 🏆

Dear [company] employees,

Our workplace giving campaign in partnership with Valley of the Sun United Way is underway!

Valley of the Sun United Way is mobilizing our community, so everyone has a pathway to opportunity and impact. They work with community, corporate and nonprofit partners to achieve **bold goals** for

Maricopa County in education, housing and homelessness, health, and workforce development. Your support goes to the most effective programs supporting our neighbors.

With your support, we will:

- Feed those facing food insecurity.
- House those experiencing homelessness.
- Help students stay in school.
- Link individuals to mental health services.
- Support homelessness prevention.
- Provide needed resources to individuals seeking better job opportunities.
- And so much more.

As a reminder, our workplace giving campaign ends on [XXXX Date]. Our goal is to [raise \$X,XXX OR reach XXX% participation] by then. {Sentence about planned events/competitions}. [Optional Sentence] And during our campaign, [Company Name] will make your dollars go even further by matching your generous gift.

From payroll deduction to volunteering, you can help support Valley of the Sun United Way all year long as they work to create Mighty Change in our community. For more information about how you can get involved, contact [name and email of your Valley of the Sun United Way contact].

Thank you for considering giving to support Valley of the Sun United Way and the community at large.

Best,
[Name]

Campaign Reminder Email #2 to Employees

Example Subject Lines:

Reminder 🖐️ X days left to support our Valley community

Make a lasting difference (starting today)

Give the gift of change 📁

Dear [company] employees,

Valley of the Sun United Way is tackling our community's greatest challenges through [MC2026](#), a five-year plan for Mighty Change in Maricopa County; focusing on the issues the community shares are most important.

The current challenges we face together:

- 9,435 individuals experience homelessness on any given night.
- 15% of Maricopa County residents lack access to affordable health care.
- 51% of Maricopa County residents lack the training necessary to secure a living-wage job.
- 584,600 individual Arizonans experience food insecurity.
- 57% of 3rd grade students do not read at grade level.

Our workplace giving campaign will influence these numbers and drive this plan forward.

For a comprehensive view of the current issues and opportunities facing our community, view Valley of the Sun United Way's latest scorecard by visiting vsuw.org/scorecard. You can also check out the Stories of Mighty Change YouTube series to learn more about the impact your contributions have in our community at vsuw.org/stories.

As a reminder, our workplace giving campaign ends on [XXXX Date]. Our goal is to [raise \$X,XXX OR reach XXX% participation] by then. {Sentence about planned events/competitions}. [Optional Sentence] And during our campaign, [Company Name] will make your dollars go even further by matching your generous gift.

Thank you for your consideration!

Best,
[Name]

P.S. Did you know that the Arizona Charitable Tax Credit was recently updated? For the 2024 tax year, you can now claim up to \$470 (filing single) or up to \$938 (married/filing joint)! It's a great time to set up a recurring donation to ensure you maximize your annual state tax credits. Learn more at vsuw.org/taxcredit.

Final Campaign Reminder Email to Employees

Example Subject Lines:

Last chance to give in support of our Valley community ❤️

Only X days left to give

Your chance to create Mighty Change awaits 😊

Dear [company] employees,

Our workplace giving campaign in partnership with Valley of the Sun United Way is ending, but there's still time to give.

Donors like you and me are the heart of Valley of the Sun United Way. When we give, we give more than just dollars. We give hope, solutions, and a chance at a brighter future.

Valley of the Sun United Way funds and supports dozens of organizations and programs that are making the biggest impact in the community. When you give, you can be sure your gift is being used where needed most in the community, making your dollars go further and creating a bigger impact.

Here's a look at the impact we've made together over the last year:

- 453,597 individuals received emergency food.
- 10,000 children provided affordable quality childcare.
- 4,085 individuals provided emergency shelter.
- 1,218 individuals enrolled in medical/mental health care benefits.
- 6,500 children improved their literacy skills to combat pandemic-related learning loss.
- And so much more.

Every dollar donated and every hour volunteered truly has the power to create Mighty Change.

Our workplace giving campaign ends on [XXXX Date], but it's not too late to take advantage of our company matching program and make your generous donation go even further.

Thank you for your consideration!

Best,
[Name]

Thank You Email to Employees After Campaign Ends

Example Subject Lines:

Thank you for making a Mighty difference ❤️

Thank you for making our giving campaign a success! 🙌

We raised \$X,XXX for our community! High five 🙌

Dear [company] employees,

Thank You! Our workplace giving campaign in partnership with Valley of the Sun United Way is officially over—thank you for all your support! Together, we enrolled X people into our workplace giving program, volunteered a total of X hours, and raised \$X,XXX for our community! {Insert other stats if applicable}.

On behalf of [company], Valley of the Sun United Way, and the families they serve, thank you! Your generosity will create lasting change in our community. Thank you for showing up and being a force for Mighty Change.

For more information about how you can get involved with Valley of the Sun United Way, contact [name and email of your Valley of the Sun United Way contact].

Best,
[Name]