

## CEO Email Prior to Kickoff

### Subject

Be a Force for Mighty Change

Dear [COMPANY] employees,

**TOGETHER**, we 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. Because of you, 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.

When you give your dollars or time, your support reflects back into our community, addressing issues and inequities in housing and homelessness, education, health and workforce development.

Learn more about the programs and people you have helped lift-up at [www.vsuw.org/Stories](http://www.vsuw.org/Stories).

We invite you to attend our campaign kick-off meeting on [DATE] at [LOCATION] to learn more about our giving campaign and how the work of United Way makes an impact in our community.

If you have any questions any time throughout the campaign, please reach out to [ECM NAME + EMAIL].

Let's make Mighty Change happen!

[CEO NAME]

*\*OR Our United Way campaign had X% participation, and our goal for this year is X%!*

## Kickoff Email

### Subject

United Way Campaign Launch: Mighty Change Starts with You!

Hello [COMPANY] Employees!

Today, we come together to kick off our [COMPANY] United Way campaign. **TOGETHER**, in our collaborative journey to improve the lives of children, families and individuals throughout Maricopa County, we will create Mighty Change.

Join us at our [EVENT – POTLUCK, ICE CREAM SOCIAL, ETC.] today in [LOCATION: ONLINE / IN-PERSON] at [TIME] to learn about our partnership with United Way and what that means for the Valley.

In the meantime, take a look at Valley of the Sun United Way's MC2026 Scorecard that highlights the issues and opportunities facing our community. It's available online at [vsuw.org/scorecard](https://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](https://vsuw.org/stories).

See you there!

[ECM SIGNATURE AND CONTACT INFO]

## **Week 1**

### **Subject**

What We Do Together Today, Determines Tomorrow!

Good [Morning/Afternoon COMPANY] Team,

Valley of the Sun United Way is mobilizing our community so everyone has a pathway to opportunity and impact. They work with our community, corporate and nonprofit partners to achieve bold goals for Maricopa County in health, housing and homelessness, education and workforce development. Your support goes to the most effective programs supporting our neighbors.

With your continued support, we will:

- Feed those facing food insecurity
- House those experiencing homelessness
- Help students stay in school
- Link individuals to mental health services
- Prepare youth for success in school, work and life
- Support emergency shelters and homelessness prevention
- Provide needed resources to individuals seeking better job opportunities
- Connect those in financial distress with resources to pay bills and stay in their homes
- And so much more!

As a reminder, our United Way campaign kicked off on [DAY OF WEEK & DATE]. Our goal is to [raise \$\$\$ OR reach %%% participation] by the end of our campaign on [DATE].

Feel free to reach out to me with any questions about your donation, or to seek out volunteer opportunities!

[ECM SIGNATURE AND CONTACT INFO]

## Week 2

### Subject

The Challenges We Face Together

Good [Morning/Afternoon COMPANY] Team,

Valley of the Sun United Way is tackling our community's greatest challenges through a five-year plan for [Mighty Change by 2026](#); focusing on the issues the community shares are most important. The current challenges we face together:

- 9,600 individuals experience homelessness on any given night
- 13% of Maricopa County residents are underemployed
- Only 35% of 3rd grade students read proficiently
- 1 million Arizonans are without health insurance

Our [COMPANY] United Way campaign will influence these numbers and drive this plan forward. By supporting United Way, we are supporting 90 nonprofit programs, led by 67 community-based organizations all aligned with the strategies of MC2026!

We are [\$\$\$ \*OR %%%] away from our goal of [\$\$\$ \*OR %%% participation] by the end of our campaign on [DATE].

Not ready to give, but looking to volunteer? Check out open volunteer opportunities at [vsuw.org/volunteer](https://vsuw.org/volunteer)!

Feel free to reach out to me with any questions!

[ECM SIGNATURE AND CONTACT INFO]

### **Week 3**

#### **Subject**

Mighty Change is Up to Us!

Good [Morning/Afternoon COMPANY] Team,

Creating Mighty Change for our community means kicking down old barriers and championing new ways of thinking.

Our [COMPANY] United Way campaign is an essential part of those efforts. Together, we play a role in creating solutions, opportunities and positive change for our neighbors.

Your contribution to this campaign helps United Way get one step closer to reaching our community's Mighty Goals:

- Increasing 3rd grade reading proficiency
- Decreasing food insecurity
- Increasing access to affordable healthcare
- Decreasing homelessness
- Increasing access to better, higher paying jobs

These goals are big and bold, and they're exactly what our community needs to create Mighty Change.

We are [\$\$\$ \*OR %%%] away from our goal of [\$\$\$ \*OR %%% participation] by the end of our campaign on [DATE].

Feel free to reach out to me with any questions!

[ECM SIGNATURE AND CONTACT INFO]

## **Week 4**

### **Subject**

Your Donation Makes a Difference!

Good [Morning/Afternoon COMPANY] Team,

Donors like you and me are the heart of 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 support multiple causes, 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:

- 3,080 families moved into stable housing
- 975,600 nutritious meals delivered to local residents
- 14,800 students received literacy tutoring and academic assistance
- 14,200 individuals obtained employment or increased their income

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

We're [\$\$\$ \*OR %%%] away from our goal of [\$\$\$ OR %%% participation]. I hope you'll support our [COMPANY] United Way Campaign before [DATE] to help us end our campaign strong!

P.S. Did you know that the Arizona Charitable Tax Credit was recently updated? For the 2023 tax year, you can now claim up to \$421 (filing single) or up to \$841 (married/filing joint)! It's a great time to set up a recurring donation to ensure you maximize your annual state tax credits.

Thank you,

[ECM SIGNATURE & INFO]

## **Last Chance**

Subject

There's Still Time to Create Mighty Change!

Good [Morning/Afternoon COMPANY] Team,

Over the last few weeks, we've witnessed the kindness and generosity of our [COMPANY] team. We're amazed by your enthusiasm to show up and willingness to help others in our community.

We have done such a great job creating Mighty Change through our [COMPANY] United Way campaign! Thank you for your generosity and support for our community, helping to raise [\$\$\$] as of [DATE].

If you haven't made your gift yet, there's still time but make sure to do it soon, as our campaign ends on [DATE].

If you have any questions on how to give, please contact me today.

[ECM SIGNATURE & INFO]

## To Leadership Donors

### Subject

Thank You for Your Leadership!

Good [MORNING/AFTERNOON],

You are a Mighty Changemaker! Your support allows Valley of the Sun United Way to tackle our community's greatest challenges in the areas of health, housing and homelessness, education and workforce development.

If you have already given, THANK YOU! Your leadership gift sets an example for others in our company. If you haven't yet made your gift, please consider donating \$1,000 or more annually to help ensure United Way can meet our Valley's most pressing needs.

Below are a few examples of recent United Way accomplishments that were made possible because of amazing donors, like YOU:

- 3,080 families moved into stable housing
- 975,600 nutritious meals delivered to local residents
- 14,800 students received literacy tutoring and academic assistance
- 14,200 individuals obtained employment or increased their income

These are more than numbers. These are lives impacted by the generosity of community leaders like you. When you give to United Way, you can feel confident that your gift makes an impact and drives solutions.

If you have any questions about Valley of the Sun United Way or making your gift, please contact me.

Sincerely,

[ECM SIGNATURE & INFO]

P.S. Please remember that the [COMPANY] United Way campaign ends [DATE].



## **Wrap-Up**

### **Subject**

Thank You for Your Generosity

You are a Mighty Changemaker! Thank you for being part of a successful [COMPANY] United Way campaign.

We know that creating Mighty Change is so much greater than any one individual or single organization. It's going to take our entire community to get there, but we've shown that our community can count on [COMPANY] for support.

I'm pleased to report that [NUMBER OF DONORS] [COMPANY] employees gave to our campaign, allowing us to give [\$\$\$] to Valley of the Sun United Way, surpassing our goal of [\$\$\$] by [%%% OVER GOAL] and our donor goal of [NUMBER OF DONORS GOAL] by [# OVER DONOR GOAL] donors.

Additionally, [COMPANY] employees gave more than [VOLUNTEER HOURS] volunteer hours during the campaign! Every dollar donated and every hour volunteered truly will make a difference and for that, you should be proud.

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.

[ECM SIGNATURE & INFO]

P.S. If you were unable to support the campaign at this time, but are interested in more information, you can sign up to receive United Way e-mails at your personal address by clicking "Subscribe To Learn More" at the bottom left section of Valley of the Sun United Way's website: <https://vsuw.org>.