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## Committee Recruitment Letter

### Pre-Campaign

Dear [Name],

We are making plans for the 2023 [Company Name] United Way campaign, and I hope you will serve as a member of the campaign steering committee. We need devoted, passionate people like you to represent the different areas of our company and help us run an effective and successful campaign.

As a campaign committee member, you will play a key role in educating, energizing and inspiring action among our employees. You will participate in planning and implementing a campaign strategy that is tailored to our company's culture and you will organize fun and educational events that engage your co-workers.

Serving on our campaign steering committee also is a great way to sharpen your leadership skills and make new friends while helping spread the United Way message throughout our company.

The time and effort you contribute as a member of our campaign steering committee is most appreciated. You will feel good knowing that you've helped United Way improve individual lives, tackle long-term community issues and make a lasting difference in the quality of life we all enjoy.

Thank you for doing something inspiring, the United Way!

Sincerely,

[CEO, Campaign Chair or Coordinator]

## Endorsement Letter

Dear Fellow Employees:

“LIVE UNITED.”

In the weeks ahead, you will be hearing this phrase throughout the community – as people join together to help others through United Way.

Health and human care services supported through United Way help not only the sick, disadvantaged, or physically challenged, but also families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of our United Way agencies can see this help firsthand and be reassured that his or her investment through United Way is working to provide essential health and human services.

Investing in your community through United Way is a symbol of your concern for your own needs and those of your friends, neighbors, and fellow employees. By joining so many deserving agencies into one fund raising effort, each investor is assured that he or she is doing the most good for the greatest number of people.

What really sets United Way apart, however, is that local volunteers not only raise the money, but through the Community Impact Grant process, also determine how contributions will be used to the community's best advantage; it is an open, fair, and equitable system, and we can all be proud of it! I hope you will take this opportunity to make your pledge. Your investment in your community through United Way will make a difference.

Our company's campaign will kick off on (date) with (key worker's name) as chair. Please join me in supporting this year's effort by investing as generously as you are able.

Thank you,

(Name) (Title) (Company)

Dear (Insert Employee Name),

The 2023 United Way Campaign is gearing up and we will kick off our employee campaign on (DATE). (ECC's Name) and (his/her) team have worked hard to make this a great campaign and we're looking forward to not only having some fun, but more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will be receiving details on the campaign activities soon.

(Company Name) is very proud to partner with United Way of Venango County in focusing on mobilizing the caring power of our communities to improve people's lives by investing in the building blocks of a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

As we launch this year's United Way campaign, it is important to recognize that each of us can play an important role in improving the quality of life for all of us. In my opinion, there is no better way to make a lasting difference in the health and well-being of our community than through United Way of Venango County.

Here's why:

When you give to United Way, 99% of your gift stays right here in our county and goes directly to programs and services.

Your one gift helps more than one person, one family or one charity – it helps build a stronger community for all of us.

United Way is the collective power of people working together toward long-term solutions, not short-term fixes.

United Way is focused on results to ensure that your gift will make the greatest difference possible.

When we as individuals think outside ourselves we have the power to facilitate change. When we think of others' lives as linked to our own, our compassion grows. When we reach out a hand to one, we influence the condition of all. We build the strength of our neighborhoods. We bolster the health of our communities. And we change the lives of those who walk by us every day.

Whether you are a first-time giver or someone who has supported United Way for many years, your gift is appreciated. Your donation amount is a personal decision, but I hope you will join with me in supporting our community and giving your "Fair Share\*" or any amount you choose to United Way of the Titusville Region. Keep in mind that we allow you to spread your gift throughout the year with the convenient option of payroll deduction. **(IF APPLICABLE)** *We also match your gift, so everything you give goes further!*

Please consider a gift to the United Way of the Titusville Region as your part in making our community a better place to live. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to **LIVE UNITED!**

Sincerely,  
(CEO & Workplace Coordinator Name & Signature)

Dear (Employee):

This is to advise you that our company will be participating in the United Way of the Titusville Region 2023 Campaign. The campaign will begin on ( date ).

I support the campaign because United Way agencies need our help to effectively meet urgent needs confronting our community and the people who live and work here. The dollars you contribute will effectively be put to work to help people with problems that must be dealt with immediately, minute by minute, and every day throughout the year. And 99% of everything you invest stays in Venango County!

I am personally pledging an investment in our community through United Way and hope you will join me by making your own generous investment. This year, more than ever, our friends and neighbors will be counting on United Way agencies. We all need to make that help possible.

We are providing you with a payroll deduction option, which will make giving easier as your gift may be budgeted throughout the year. Since this is the only employee campaign we conduct, I urge that you make your gift through this easy payroll deduction method.

When a volunteer presents you with an opportunity to help others less fortunate than yourself, and asks for your pledge, please answer by investing in your community through the United Way.

Sincerely,

(Name) (Title) (Company)

Dear (Company Name) Employee,

The 2023 United Way Campaign is gearing up and we will kick off our employee campaign on (DATE). (ECC's Name) and (his/her) team have worked hard to make this a great campaign and we're looking forward to not only having some fun, but more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will be receiving details on the campaign activities soon.

More people than ever need valuable assistance from the programs provided by the 9 Community Partners of United Way of the Titusville Region. These agencies' critical services deliver the three building blocks to a better life: health, education, and income. We all have a stake in the health of this community. Your community investment, combined with many others, makes a huge difference in numerous lives.

Please consider an investment in your community through United Way as your part in making our community a better place to live. Your investment amount is a personal decision, and any amount is appreciated. Keep in mind that we allow you to spread your gift throughout the year with the convenient option of payroll deduction. **(IF APPLICABLE)** We also match your gift, so everything you give goes further!

Please review the brochure about the agencies and services of the United Way. I hope you will join me in supporting the 2023 United Way campaign. There is no better way to help more people in need than by giving through the United Way.

Thank you,

(Name)

(Company)

Dear (Insert Employee Name),

The 2023 United Way Campaign is gearing up and we will kick off our employee campaign on (DATE). (ECC's Name) and (his/her) team have worked hard to make this a great campaign and we're looking forward to not only having some fun, but more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will be receiving details on the campaign activities soon.

(Company Name) is very proud to partner with United Way of the Titusville Region in focusing on mobilizing the caring power of our communities to improve people's lives by investing in the building blocks of a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

As we launch this year's United Way campaign, it is important to recognize that each of us can play an important role in improving the quality of life for all of us. In my opinion, there is no better way to make a lasting difference in the health and well-being of our community than through United Way of the Titusville Region.

Here's why:

When you give to United Way, 99% of your gift stays right here in the City of Titusville and goes directly to programs and services.

Your one gift helps more than one person, one family or one charity – it helps build a stronger community for all of us.

United Way is the collective power of people working together toward long-term solutions, not short-term fixes.

United Way is focused on results to ensure that your gift will make the greatest difference possible.

When we as individuals think outside ourselves we have the power to facilitate change. When we think of others' lives as linked to our own, our compassion grows. When we reach out a hand to one, we influence the condition of all. We build the strength of our neighborhoods. We bolster the health of our communities. And we change the lives of those who walk by us every day.

Whether you are a first-time giver or someone who has supported United Way for many years, your gift is appreciated. Your donation amount is a personal decision, but I hope you will join with me in supporting our community and giving your "Fair Share\*" or any amount you choose to United Way of the Titusville Region. Keep in mind that we allow you to spread your gift throughout the year with the convenient option of payroll deduction. **(IF APPLICABLE)** We also match your gift, so everything you give goes further!

Please consider a gift to the United Way of the Titusville Region as your part in making our community a better place to live. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to **LIVE UNITED!**

Sincerely,  
(CEO & Workplace Coordinator Name & Signature)

## At Start of Campaign

Dear (Employee):

At (Company Name), we've earned a reputation for caring about the community where we live and work. Every year, we get the chance to demonstrate that community spirit and leadership by taking part in the United Way campaign. This year, we invite you to consider either joining us or increasing last year's contribution.

Your generous investment in our community through United Way puts you in good company. And best of all 99% of your investment stays in the City of Titusville. Your investment helps friends, neighbors...even members of your own family...because it supports the programs and services of 15 United Way of the Titusville Region Community Partners located in our own backyards.

United Way of the Titusville Region focuses its support on three critical areas of care: Health, Education, and Income. Everyone deserves to have a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our company's campaign will kick off on (date) with (key worker's name) as chair. Please join me in supporting this year's effort by investing as generously as you are able. Because of you, our communities will be stronger for generations to follow.

Thank you,

(Name) (Title) (Company)

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Dear (Employee):

Our company is again supporting our community through the United Way of the Titusville Region's annual campaign and we offer you the opportunity to invest in our community through payroll deduction. **(IF APPLICABLE)** As in past years, every dollar contributed by employees to this worthwhile effort will be matched by the company on a (1 for 1 basis).

Each day the United Way of the Titusville Region and its 9 Community Partners provide valuable care, counseling, assistance and support to thousands of people in need, lending a hand in literally every corner of Venango County.

I encourage every employee to join me in this year's United Way campaign. It is an effective and beneficial way to help those who are less fortunate than us, and to support worthwhile charitable activities that make our communities a better place to live.

Sincerely,

(Name) (Title) (Company)



Dear [Name],

As we kick off our 2023 United Way campaign, I ask you to join me to do something inspiring for our community.

For 96 years, United Way of the Titusville Region has lifted spirits and raised the standard of living in our community. United Way helps people in every season of life – developing children and youth to their full potential, strengthening families and neighborhoods, helping seniors remain independent and supporting people rebuilding their lives.

United Way is the one organization looking at the big picture and bringing people together to find common solutions to our community's toughest issues.

With United Way, you can be certain your donation is supporting programs that make an impact. Hundreds of trained volunteers make sure every United Way program is well-run, efficient and, most importantly, gets results.

While we at [Company Name] are able to achieve success even in these challenging times, there are others, the most vulnerable in our community, who work very hard and are still unable to enjoy life's prosperity. United Way is here to lift those people, and our entire community, up.

When you give to United Way, you are making a difference in individual lives and the quality of life we all enjoy. Your support ensures the success of our children, the integrity of our families and neighborhoods, the dignity of our seniors, and a second chance for people rebuilding their lives.

[Company Name] supports United Way of the Titusville Region. I hope you will, too.

Sincerely,

(Name) (Title)

## CEO Mid-Campaign Email to All Employees

<Date>

Dear <Employee>

We are almost half way through our United Way campaign and I would like to take a moment to encourage your support. By joining United Way's mission of improving lives right here in the City of Titusville, you are helping to create lasting changes that ripple out to the community as a whole. United Way and (COMPANY NAME) knows everyone has a role to play in advancing the common good by creating opportunities for a better life for all.

United Way believes investing in our community is an important responsibility. And when you give to United Way your return on investment is more children receiving a quality education, more families with enough income to remain independent and more seniors with the supports they need for healthy aging.

Last year, we raised <\$> in our United Way campaign, company-wide. United Way efficiently puts those dollars to work by ensuring that 99% is invested in programs and partners which create long-lasting changes that prevent problems from happening in the first place.

I am proud of our accomplishments and the impact we have made. Our support taps into the passions and strengths of our communities, creating an environment where people come together every day to make our region a better place for all of us to live. We invite you to be a part of the change by joining the LIVE UNITED movement.

Together, united, we can inspire hope and create opportunities for a better tomorrow.

Thank you.

<CEO Name>

<Title>

## Thank You Letter

Dear [Name],

Thank you for your support of [Company Name]'s 2023 United Way campaign. Together, we raised [dollars] for our community. United Way touches two of every three lives in our community—and it's because you made the decision to help.

When you give to United Way, you are improving lives, tackling key social issues, and making a difference in the quality of life we all enjoy by:

- Developing children and youth to their full potential
- Creating strong families and safe neighborhoods
- Sustaining senior independence
- Supporting people rebuilding their lives
- Providing a positive place for adolescents and young adults

I am proud that you made the decision to do something inspiring for our community. Your generosity and community spirit are why [Company Name] continues to stand out as a leader in the City of Titusville.

Sincerely,

(Name)

(Title)

Dear (Insert Employee Name),

We have just completed our United Way campaign and I'm proud to report that we exceeded all expectations. Thank you!

When you pledged a gift to United Way, you pledged to improve lives and make a positive impact in our community. Because you gave generously, (COMPANY NAME) has raised (INSERT DOLLAR AMOUNT). These resources will go a long way as we partner with United Way to make a lasting impact in our community.

I want to thank you for your participation in this year's campaign and for showing your support for the vital services supported by United Way in our community. I am extremely proud of you and the level of commitment shown by all of (INSERT COMPANY NAME)'s employees.

Thank you for doing what matters.

Sincerely,

(Name & Signature)

## Retiree Endorsement Letter

Dear (Retiree's name):

Each of us wants to live in a healthy and positive social environment. Each of us, likewise, is aware of problems in our society that affect those who we care about. As one of our retired employees, we would like to extend to you the opportunity to make a difference in our community – with an investment in our community through United Way of the Titusville Region.

Your investment through United Way, helps provide a network of services available to all of us, and it offers an effective and efficient way to give something back to our community. More importantly, United Way is people. By investing in our community through United Way, we are given the opportunity to improve the quality of life for every member of our community.

Your community investment to our company's continuing fundraising efforts makes it possible to help abused and neglected children, families in crisis, aging seniors, individuals who are physically or mentally challenged, and many more. By investing in your community through United Way, you are helping to build a more caring community for all of us.

Thank you,

(Signature of CEO)

## Leadership Giving Solicitation Letter

Dear [Name],

There are leaders in our community who are dedicated to making the City of Titusville the best place to live and work. These generous donors believe in opportunities - for a child to succeed in the classroom, for a family to acquire healthy financial habits, for a senior to live independently, and for an individual to start fresh in the aftermath of crisis.

United Way leadership investors are our community's strongest advocates. They believe in all that Venango County is meant to be, and they have factored themselves into the plan to get us there.

As our 2023 United Way campaign gets under way, I ask you to join me and other generous and caring individuals in making a leadership investment of \$1,000 or more in our community through United Way. I support United Way because I know my money supports programs that make a positive impact on lives. Trained volunteers make sure every United Way program is well-run, efficient, and, most importantly, gets results. And best of all, 99% of our investments stays in the City of Titusville!

I hope you will join me in supporting our community through this worthwhile organization as a leadership donor.

Your support of United Way of the Titusville Region not only helps shape the future of our community, it sets an example of generosity and commitment for others to follow.

When you invest in our community through United Way, you do something meaningful for thousands of our neighbors.

Sincerely,

[CEO or Leadership Giving Chair]

## CEO Thank You Letter to Leadership Givers

Dear [Name],

Thank you for your generous support of [Company Name]'s 2023 United Way campaign. Your leadership contribution helped [Company Name] raise [dollars] this year, and demonstrates your commitment to do something powerful for our community.

Leadership investors, like you, believe in opportunities - for a child to succeed in the classroom, for a family to acquire healthy financial habits, for a senior to live independently, and for an individual to start fresh in the aftermath of crisis.

Your generous investment in your community through United Way not only makes it possible for the 9 Community Partners to touch lives in our community, you set a powerful example for others to follow. With the help of devoted investors like you, United Way is making a significant impact.

I deeply appreciate your generosity and commitment to our community – to your community – by your community investment through United Way of the Titusville Region.

You join other like-minded individuals who are dedicated to making the City of Titusville the best place to live and work. Thank you for *doing something about it*, the United Way.

Sincerely,

[CEO or Leadership Giving Chair]

***P.S. And remember: 99% of your investment in your community stays in the City of Titusville!***

## E-Mail Messages and Update Examples

### Announce the Campaign

TO: All Staff RE: Coming Soon... **LIVE UNITED** - United Way Annual Campaign

Mark your calendars. (COMPANY's) United Way of the Titusville Region's campaign begins DATE. Please join me, our Workplace Campaign committee, and the management team as we LIVE UNITED by investing in our community through United Way. Lots of fun and interesting activities are planned for our campaign.

You will also learn how you can LIVE UNITED and how your generous contributions are improving lives right here in your own backyard. Stay tuned for more details.

### Announce the Campaign Kick Off

TO: All Staff RE: United Way Annual Giving Campaign Kickoff Today

Bring your enthusiasm to (COMPANY's) United Way of the Titusville Region's campaign kickoff! Everyone is invited to take part in EVENT today in the LOCATION at TIME.

COMPANY employees and United Way of the Titusville Region are united in the belief that what matters are results. Together we recognize that solving the root causes of our community's most urgent problems takes a considerable investment of private dollars; that is why your contribution to United Way of Venango County is important.

### Announce Results To Date

TO: All Staff RE: UPDATE: United Way Annual Giving Campaign

Thank you COMPANY employees! Because of you, we've reached \_\_\_\_\_% of our \$\_\_\_\_\_ goal. Last week's EVENT was a great success because of your participation. (If something stood out from the event, mention here) There is still time to complete and submit your pledge form by DATE, so that we can reach our goal of \$\_\_(or your participation goal). Have Questions? Please stop by, say hello and I'll answer questions you have about contributing to the United Way Community Investment fund (and other choices you may offer your employees).



## Email Reminder to Send Out Mid-Campaign

Dear Friends,

We are already halfway through our United Way (CAMPAIGN NAME) Campaign! Thanks to all of you who have already submitted your pledge card; your investment in our community means you understand United Way's mission of advancing the common good in our community.

We LIVE UNITED when we give, advocate and volunteer. United Way helps to create opportunities for a better life by focusing on quality education that leads to a stable job, an income to support a family through retirement, and creating the support seniors need for healthy aging. Together, united, we can inspire hope and create opportunities for a better tomorrow.

Our campaign will wrap up on (DATE). If you haven't already, please complete your pledge cards and return them before then. We hope to announce our total campaign results by (DATE).

Thank you again for your attention to this important community investment. I am proud to say (COMPANY NAME) LIVES UNITED!

Sincerely,

<NAME>

## **Subject Line: United Way's Accountability and Impact**

When you invest in our community through United Way of the Titusville Region, you do something meaningful for our community. You can be sure that your investment is helping those who need it most, achieving measurable results, and strengthening our entire community.

Your investment supports programs and initiatives that create change! Your community investment through United Way is the easiest and most powerful way to help people right here in the City of Titusville lead better lives.

Trained volunteers measure program investments against quality standards, make on-site visits, study issues, and make investment decisions. You can rest assured that transparency and good stewardship govern the process.

Through the dedication of local volunteers and the guidance of our board, we research, analyze, and make careful decisions to ensure your investment makes the biggest impact.

United Way is the best way to make the biggest and most impactful difference in the City of Titusville.

Please invest generously in your community through United Way of the Titusville Region.

## **Subject Line: Always on Call: 2-1-1 United Way HELPLINE**

With United Way, you can do something helpful for our entire community.

People in need can call 2-1-1 United Way HELPLINE and find assistance, resources, and someone to listen.

Every day, all day, help is just a phone call away. Just call the 2-1-1 United Way HELPLINE for basic needs like utilities, health care, food, rent assistance, and help finding shelter.

Imagine someone you can always call in times of need; someone who is connected with all the resources necessary to help you; someone who speaks your language; someone who comes through with reassurance when you don't have the basics of life, or when you are faced with a natural disaster.

Whatever the concern or situation, trained call specialists have resources at their fingertips. They can provide information and referrals to meet callers' needs — often in their own neighborhoods.

No matter what the need, 2-1-1 United Way HELPLINE is the number to call when you don't know who to call.

It's another way United Way is doing something about it for our community.

***Please invest generously in your community through United Way of the Titusville Region.***

## **Subject Line: Do something exceptional, the United Way**

For over 100 years, United Way of the Titusville Region has lifted spirits and raised the standard of life in our community.

United Way is our community's trusted leader and partner in:

- Improving lives
- Tackling key community social issues
- Making a lasting difference in the quality of life we all enjoy

### **Only United Way:**

- Looks at the big picture and brings together the resources of the social service agencies, faith-based organizations, nonprofits, corporations, private donors and government organizations to tackle the key community social issues for the good of all.
- Has the capacity and experience to see long-term trends across the community, identify and respond to emerging problems and put resources in the place for optimum results.
- Is the demonstrated leader in coordinating community resources.
- Gives you confidence that your investment will be used where it's truly needed, thanks to sound management and investment decisions by local volunteers.
- Covers the entire circle of life, including children and youth, families, seniors and people rebuilding their lives.

While each of us helps individually, the real magic happens when we all come together.

*Please invest generously in your community through United Way of the Titusville Region.*







## **Subject Line: Do something bold: Invest in your community through United Way**

When you invest in your community through United Way, you are doing something life changing for thousands of our neighbors.

Here's why United Way is the best way to make the biggest difference:

- **Big Picture:** United Way brings together the resources of social service agencies, faith-based organizations, nonprofits, corporations, private donors and government organizations to tackle the key community social issues for the good of all.
- **Capacity:** Only United Way has the capacity and experience to see long-term trends across the community, identify and respond to emerging problems and put resources in the place for optimum results.
- **Leadership:** United Way of Venango County's leadership, along with your donation and volunteerism, has become the backbone of our community, laying the foundation and bringing forth the innovation that improves the whole person and the whole community, young and old alike.
- **Stewardship:** United Way gives you confidence that your investment will be used where it's truly needed, thanks to sound management and investment decisions by local volunteers.
- **Impact:** United Way supports people throughout the entire circle of life, including children and youth, families, seniors and people rebuilding their lives

United Way touches lives in our community and makes a lasting difference in the quality of life we all enjoy.

Thank you for investing in your community through United Way.



## Emails To Send Out After You've Ended The Campaign:

Dear (DONOR),

Our (YEAR) United Way campaign has come to a close and I wanted to personally thank you for your participation and investment in our community. Your generosity and dedication means you understand what it means to LIVE UNITED.

I'm pleased to announce (COMPANY NAME) raised \$(AMOUNT) for this year's United Way campaign. I'm proud we were able to once again help create lasting changes that benefit all of us. Our achievement shows that advancing the common good within our community is something we can all do through giving, advocating and volunteering.

Together, united, we can inspire hope and create opportunities for a better tomorrow. Thank you again for your continued support, and for being a part of the change. I'm proud to say that (COMPANY NAME) has shown how to LIVE UNITED.

Sincerely,

<NAME>

## Thank you Emails

It's often said that you need to say thank you 5 – 7 times for it to be remembered. So here are five days of short, concise emails to follow-up with:

1. Thank you for being part of the change within our community by supporting <<COMPANY NAME>>'s United Way campaign. Your support of United Way has helped to improve the lives of others right here in Venango County.
2. Thank you from <<COMPANY NAME>>'s United Way Campaign Team! Your dedication and support for our community shows that you know what it means to LIVE UNITED.
3. Thank you for your investment in advancing the common good in our community. Together, united, we can inspire hope and create opportunities for a better tomorrow.
4. Thank you for making a difference for children, families and seniors in our community. Thank you for standing with <<COMPANY NAME>> as we LIVE UNITED.
5. Thank you for helping United Way create long-lasting changes for our community. Thank you for Living United.