



United Way Campaign Kick-off Email

This email is designed for customization based on your company's needs. Feel free to add or delete content as desired to optimize it for your company's campaign.

Copy highlighted in yellow is meant to be replaced with your company's name or information, or deleted entirely. Non-highlighted copy can stay in the email without changes, if desired.

We recommend sending this email the day your United Way campaign starts, or a few days beforehand.

1. Click on the email icon on the Campaign Tool Kit page on the United Way website. The email will automatically download through your web browser.
2. Open the email (.msg file).
3. Click **Forward**.
4. Begin customizing the email as you desire. You can edit, add, or delete copy as you would in any other email.
5. Make sure to include how employees can give to United Way—whether that is a link to an online giving portal or an explanation of how to get paper pledge forms.
6. Replace highlighted copy with your company's information, or delete it altogether.
7. Add your company's logo, if desired.
8. Add your signature at the bottom of the email, or the email signature of whoever is sending the email.
9. Remove FW: from the subject.
10. Change the subject line, if desired.
11. Send the email to your co-workers.

Questions? Please contact your Corporate Engagement Manager or Loaned Executive for assistance.