



## 2017 United Way Campaign Thank You 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 ends, or a few days later, in order to provide an immediate thank you to employees. Another option is to wait until your campaign results are finalized, and include those results in the email.

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. Replace highlighted copy with your company's information, or delete it altogether.
6. Add your company's logo, if desired.
7. Add your signature at the bottom of the email, or the email signature of whoever is sending the email.
8. Remove FW: from the subject.
9. Change the subject line, if desired.
10. Send the email to your co-workers.

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