



United Way of the
Greater Clarksville Region

Electronic Communications

- Provide a link to United Way of the Greater Clarksville Region's website www.liveunitedclarksville.org .
- Post or send daily messages about United Way during the campaign that are educational and informative.
- Share the United Way campaign video <https://youtu.be/wVn3AobURc8>
- Post the schedule or calendar of campaign events.
- Feature employees who have benefitted from services from United Way or one of its partner agencies.
- Solicit and publish quotes from contributors or volunteers: "Why do you give/volunteer?" or "How do you Live United?"
- List United Way's partner agencies, programs and initiatives. <http://liveunitedclarksville.org/our-work/partner-agencies/>
- Post messages from labor leaders, management, or anyone else with strong United Way ties, connections, or convictions.

Announce the Campaign

To: All staff

Subject: Save the date! 2016/2017 United Way Campaign

Mark your calendars! Our United Way campaign begins [date]. Your campaign planning team consists of [names]. We have planned many fun and interesting activities for this year's campaign.

The United Way campaign is our opportunity to extend a hand and help people in our community. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

Announce the Campaign Kickoff

To: All staff

Subject: United Way Campaign Kickoff Today!

Join the LIVE UNITED movement! Today is our United Way campaign kickoff. Everyone is invited to take part in a (ice cream social, potluck lunch, etc.) today in the [location] at [time]. Listen to stories from [Special guest speaker] about how United Way works to advance the common good in our community. This is our opportunity to Give, Advocate and Volunteer.

Updates on Campaign Progress

To: All staff

Subject: United Way Campaign Progress Update

Congratulations [organization] employees! We've reached ____% of our goal. Last week's [special event] was a great success thanks to your participation and [highlight from event]. LIVE UNITED is our opportunity to Give, Advocate and Volunteer. Please turn in your pledge cards by [date], so that we can achieve our final goal of [amount]. I'm proud to be part of this exciting effort to improve the quality of life in our community. Stop by and say hello; I'd be happy to answer any questions you have about giving to United Way.

Explain How United Way Helps

Subject: We Make a Difference with our gift to United Way

Every dollar you give helps by:

- Reducing low-income families' dependence on food banks and shelters
- Improving school performance and problem solving with children and at-risk youth
- Assisting and educating new mothers to prevent infant mortality and neglect
- Providing older adults with the resources to remain in their own homes and much more!

LIVE UNITED is our opportunity to Give, Advocate and Volunteer.

Did you know?

Subject: Did you know?

Did you know that just \$5 per month (\$60) allows 267 low income children to receive a strong foundation in their education, health, and development through the Head Start program?

Did you know?

Subject: Did you know?

Did you know that just \$10 per month helps provide emergency shelter to a victim of family violence at SafeHouse?

Need More Information on what your donation to United Way does?

Subject: Where your donation to United Way really goes

United Way funds more than 50 programs that help people year round. United Way of the Greater Clarksville Region also matches volunteers to agencies that need help. Want to know more about what your donation to United Way really does? Looking to volunteer? Check out United Way's website at www.liveunitedclarksville.org . LIVE UNITED is our opportunity to Give, Advocate and Volunteer.