**Workplace Donor Engagement (Series 1)**

**Audience (General: Email A)**

**Subject line**

Let’s Show Up for Our Region

**Preheader text**

It takes all of us working together to advance the common good.

**Body**

Dear [EMPLOYEE NAME],

With your help, more neighbors will be able to navigate the long recovery ahead as they rebuild their lives.  
  
As some parts of life begin to return to normal, so many in central and northeastern Connecticut and throughout the state are still dealing with the impact of COVID-19. The global pandemic not only exposed unjust systems in our region, but it also widened existing divides and hurt people already vulnerable in our communities.   
  
The best way to close this widening gap and help more people thrive is for all of us to **Show Up**. That’s why we are excited for you and your colleagues at [COMPANY NAME] to join this year’s workplace campaign.   
  
United Way of Central and Northeastern Connecticut has always worked to serve under-resourced communities, making sure everyone receives a quality education, can build a financially stable path and has access to health care. With generous support from people like you, we can make sure we’re helping people recover today and reimagining a future for our region that is more equitable, where everyone can succeed  
  
Join us today for this year’s workplace campaign.

**Button Text**

Give Online

**Workplace Donor Engagement (Series 1)**

**Audience (General: Email B)**

**Subject line**

People Are Still Struggling

**Preheader text**

Show up with generosity to help your neighbors feel connected again.

**Body**

Dear [EMPLOYEE NAME],

Thousands of vulnerable people throughout our region continue to struggle to rebuild their lives.  
  
But you have the chance to make a difference for them, and people around the world.   
  
When you give to your company’s workplace campaign you help ensure:

* Children are ready for school and stay on track, graduating on time prepared for college or career;
* People learn financial skills and qualify for good- paying jobs with opportunities for advancement;
* Access to quality health care and wellness opportunities for children and families; and,
* People who are going through tough times get the assistance they need, such as food and shelter.

Helping people throughout central and northeastern Connecticut overcome these challenges is what our United Way has done for more than 95 years. We’ve been there year after year for our region’s most vulnerable. Now we’re asking you to **Show Up** too.  
  
Show Up United for your neighbors who are still feeling the pandemic’s lasting effects. They deserve the opportunity to succeed. With your support we can help people recover while rebuilding more equitable communities.   
  
No one person, organization, company or government can do this alone. We have to Show Up for each other.  
  
How will you **Show Up United** for your community?

**Button Text**

Give Today

**Workplace Donor Engagement (Series 1)**

**Audience (General: Email C)**

**Subject line**

You Can Still Show Up United

**Preheader text**

Together we can build a stronger community where everyone succeeds.

**Body**

Dear [EMPLOYEE NAME],

A stronger community where everyone thrives is possible. But we all need to **Show Up United** to make it happen.  
  
COVID-19 exposed and exacerbated many challenges for children, adults and families, impacting our most vulnerable neighbors the hardest. If we act together we can reimagine our region and rebuild resilient, equitable communities where everyone can thrive.  
  
This is possible with generous donors like you. A gift to United Way of Central and Northeastern Connecticut ensures:

* Children are ready for school and stay on track, graduating on time prepared for college or career;
* People learn financial skills and qualify for good- paying jobs with opportunities for advancement;
* Access to quality health care and wellness opportunities for children and families; and,
* People who are going through tough times get the assistance they need, such as food and shelter.

Let’s come together to show our neighbors what is possible when we all **Show Up United**!

**Button Text**

Give Today

**Workplace Donor Engagement (Series 2)**

**Audience (General: Email A)**

**Subject line**

Make a Difference with United Way

**Preheader text**

*Intentionally left blank*

**Body**

Dear [EMPLOYEE NAME],

Be one of the first to make a difference, by giving to the 2021 United Way Community Campaign.

Many things have changed about our world over the past year, but our ability to make a difference in our region remains the same. That is why I am excited to invite you to once again help improve the education, financial stability and health of every person in our community with United Way of Central and Northeastern Connecticut.

Together, all of us at [COMPANY NAME] can take action today that will help create better tomorrows for our neighbors in need.

[INSERT STORY OR ANECDOTE FROM COMPANY KICKOFF OR PREVIOUS YEAR’S CAMPAIGN]

This year as a company, we have the ambitious goal of raising [MONETARY GOAL/DESCRIPTION]toimprove the region in which we live and work. We’re counting on generous people like you and your teammates to help us get there.

By pledging your support, you can make a difference. The best part? The money you give stays here in our communities.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

Thank you in advance for showing the region what we’re all about here at [COMPANY NAME].

**Button Text**

Give Online

**Workplace Donor Engagement (Series 2)**

**Audience (General: Email B)**

**Subject line**

Give today, change someone’s tomorrow.

**Preheader text**

Things are different, but you can still make a difference.

**Body**

[FIRST NAME],

Local businesses across our region are donating to United Way of Central and Northeastern Connecticut so more neighbors in need can get relief. Will you join them?

In 2020, because of support from local companies and individuals:

* Nearly 4,000 children enrolled in high-quality early childhood education programs
* 10.9 million pounds of food distributed through regional food banks
* 10,350 households received no-cost tax preparation services, which resulted in nearly $24.5 million in refunds returned to the region

But in a year that has changed nearly every aspect of life, there is still more to do.

When generous people like you give to United Way of Central and Northeastern Connecticut, you help improve the education, family financial stability and health of children, adults and families. And right now, that’s needed more than ever.

So please take a minute to donate. Because what we do today together, determines how we LIVE UNITED® tomorrow.

**Button Text**

Donate

**Workplace Donor Engagement (Series 2)**

**Audience (General: Email C)**

**Subject line**

A Brighter Tomorrow for All

**Preheader text**

This year, we’ve seen the power of community.

**Body**

[FIRST NAME],

There are many things about our world right now that are different. The way we work. The way we live. Why we give.

But one thing remains the same. What we do together today, determines how we LIVE UNITED® tomorrow. The way our community has rallied over the last year is proof.

When neighbors felt the impact of the COVID-19 pandemic’s health and economic crisis, businesses and individuals came together to act.

By donating to United Way of Central and Northeastern Connecticut, you can help more stories like this one happen.

**Button Text**

Donate Today

**Workplace Donor Engagement (Series 2)**

**Audience (General: Email D)**

**Subject line**

Join Business Leaders in Giving Back

**Preheader text**

Find out how local business leaders are creating a new tomorrow.

**Body**

[FIRST NAME],

Every gift to United Way of Central and Northeastern Connecticut helps to address immediate needs and finds long-term solutions for the wellbeing of children and families.

Gifts of time and money support solutions that address education, family financial security, access to health and basic needs.

Our programs, resources and partners give people in our area immediate relief as well as support so they can recover and rebuild their lives.

Will you join local business leaders and individuals to help our neighbors in need?

When you give to United Way, you are supporting a network of partners who are working together to meet the complex needs of people in our region, efficiently and effectively.

Please give today. Because what we do together today, determines how we LIVE UNITED tomorrow.

**Button Text**

Give Now

**Workplace Donor Engagement**

**Audience (LYBUNT Workplace: Email A)**

**Subject line**

Come back and change someone’s tomorrow.

**Preheader text**

You gave last year to neighbors in need. Here’s your chance to help again.

**Body:**

Hi [FIRST NAME],

We miss you. There, we said it.

You’ve supported us in the past and your gift made a difference in our community across education, family financial security, access to health and basic needs.

You put your money where your heart is for neighbors in need.

The pandemic has taught us the value and importance of taking care of one another.

The goal is not to get back to where we were, it is to build back better, to a future with more equitable outcomes for all.

Are you ready to LIVE UNITED®?

**Button Text**

Give Now

**Workplace Donor Engagement**

**Audience (LYBUNT Workplace: Email B)**

**Subject line**

The Difference You Made

**Preheader text**

Your gift last year made a big difference. You can help again.

**Body:**

[FIRST NAME],

Every day, we and our agency partners respond to crises in our communities with resources that offer immediate relief and help people recover and rebuild their lives.

Whether it’s providing temporary housing or crucial financial education, we do what it

takes to be there for our neighbors. But we have a long way to meet our goals.

Last year you helped make an impact by donating. Will you join us again this year?

With gifts from generous donors like you, last year:

Nearly 4,000 children enrolled in high-quality early childhood education programs

10.9 million pounds of food distributed through regional food banks

10,350 households received no-cost tax preparation services, which resulted in nearly $24.5 million in refunds returned to the region

**Button Text**

Renew My Gift

**Workplace Donor Engagement**

**Audience (LYBUNT Workplace: Email C)**

**Subject line**

There’s still more to do. Will you help?

**Preheader text**

What we do today together, determines how we LIVE UNITED® tomorrow.

**Body**

[FIRST NAME],

Your gift last year to United Way of Central and Northeastern Connecticut helped address immediate needs and finds long-term solutions for the wellbeing of children and families.

You helped support solutions that address education, family financial stability, access to health and basic needs.

Will you show up again for your neighbors this year? When you give to United Way, you are supporting a network of partners who are working together to meet the complex needs of people in our region, efficiently and effectively.

Please give today. Because what we do together today, determines how we LIVE UNITED tomorrow.

**Button Text**

Donate Now

**Emerging Leaders Society**

**Audience (General)**

**Subject line**

Lead With Us

**Preheader text**

Join emerging leaders in your community

**Body**

Give back.

Make connections.

Have fun.

You can get it all when you join United Way Emerging Leaders Society.

We are a diverse group committed to making a difference in central and Northeastern Connecticut.

Join us to:

* Grow your professional network
* Strengthen your leadership skills
* Increase your volunteerism
* Develop life-long friends
* Network with central and northeastern Connecticut’s most influential executives and emerging leaders

A simple donation of $50 is all it takes to join ELS and unlock its benefits. The relationships you make today could end up changing the direction of your life tomorrow.

**Button Text**

[Donate to Join](https://app.mobilecause.com/form/BSCemQ?vid=k1erb" \t "_blank)

**Emerging Leaders Society**

**Audience (General)**

**Subject line**   
Do More for Your Community (and make friends in the process!)

**Preheader text**   
Join ELS today

**Body**   
United Way Emerging Leaders Society isn’t just another young professionals group. It’s a chance to join other civic-minded, motivated, awesome humans and make an impact in central and northeastern Connecticut. Plus we have a lot of fun along the way!

Our members include our region’s most influential executives and emerging leaders and we are changing how philanthropy happens in our community. Our regular service, learning and networking events will help you connect to our community, develop leadership skills and build your network for career advancement.

Interested in learning more? Find out what we’re all about.

**Button Text**

[Check Us Out](https://unitedwayinc.org/get-involved/membership-groups/emerging-leaders-society/" \t "_blank)

**Women United**

**Subject line**

Women United Make a Difference

**Preheader text**

Connect with women like you who are fighting for change in our community.

**Body**Dear [NAME],

Around the world, who are the champions of change? Women. Women who are fierce, compassionate and generous. Women like you.

We appreciate your recent support and because of it we are extending an invitation to join Women United, a United Way affinity group that brings together women change makers. Together these women fight for the health, education and financial stability of every person in our community.

Who is Women United?

* We are a powerful network of local women leaders
* We identify critical local needs and find solutions
* We raise funds to empower people in our local communities

Please join us and become part of a movement that is changing our community!

**Button Text**

[Learn More](https://unitedwayinc.org/get-involved/membership-groups/women-united/)

**Women United**

**Subject line**

Other local change makers are waiting

**Preheader text**

Learn more about Women United, a group of local change makers.

**Body**

Dear [NAME],

Imagine the power of hundreds of like-minded, and like-hearted, women. That’s the collective force of Women United.

Women United is a group of women leaders who focus on improving the health, education and financial stability for people in their community. And we need more women like you!

Members of Women United:

* Participate in unique volunteer opportunities
* Learn about critical issues impacting the community
* Advocate for key community issues at the local and state level
* Network and collaborate with key business and community leaders

Join 70,000 women in 160 communities across six countries who speak up and Unite to take action on issues that hit closest to home.

**Button Text**

[Learn More](https://unitedwayinc.org/get-involved/membership-groups/women-united/" \t "_blank)

**Women United**

**Audience (Women who have donated less than $1,000+: Email B)**

**Subject line**

Central and Northeastern Connecticut Women Who Impact Our Community

**Preheader text**

A group of local women are leading the charge and inspiring change in our community

**Body**

Dear [NAME],

Helping local women and families get jobs, financial education and save for their futures. Volunteering in the community. Connecting and empowering women. This is a small slice of the work United Way Women United does every day.

Women United is a network of dedicated women change makers who join together to build up their community in areas where help is needed most.

We hope to see you at our next event.

**Button Text**

[Join Us.](https://unitedwayinc.org/get-involved/membership-groups/women-united/)

**Women United**

**Subject line**

Give. Do. Lead.

**Preheader text**

Women United will connect you with other passionate women advocates

**Body**

Dear [NAME],

Women United is a powerful network of women leading critical change in our community. They give, they do, they lead all while lifting up the people around them who need help most.

[INSERT Local Testimonial OR “The collective power of women is awesome. We are relentless. We will continue. We will succeed. Nothing can stop us.” - Women United Member]

You can learn more about joining Women United by visting [unitedwayinc.org/women-united](https://unitedwayinc.org/get-involved/membership-groups/women-united/).

Group membership benefits include:

* Being part of a community of like-minded women who help build stronger communities
* Special volunteer opportunities in the community alongside other change makers
* Invitations to exclusive networking events with key business and community leaders
* Chances to learn more about critical issues impacting the community
* Opportunities to advocate for key community issues at the local and state level

If you would like to support and join other women in our community who are taking action, please make a donation today.

**Button Text**

[Give Now](https://app.mobilecause.com/form/BSCemQ?vid=k1erb)

**Tocqueville Society**

**Subject line**   
Connect With Other Philanthropic Leaders

**Preheader text**   
Learn how giving to United Way can drive high-impact change.

**Body**   
[NAME],

When philanthropic leaders come together, their giving multiplies, and their impact increases exponentially.

[Tocqueville Society](https://unitedwayinc.org/get-involved/membership-groups/tocqueville-society/) is a national network of philanthropic leaders who contribute $10,000 or more annually. As a member, you will be part of an elite network of individuals who:

* Connect with successful, community-minded leaders to share the spirit of philanthropy
* Are passionate about championing health, education and financial stability for their local communities
* Partner with the United Way to identify critical local needs and help drive solutions
* Are nationally recognized as United Way philanthropic leaders

Across the U.S. 25,000 members of more than 400 Tocqueville Societies raise more than $529 million annually to make high-impact change

Tocqueville Society is a national network that recognizes committed leaders for their philanthropic contributions. As a member, you will be a part of a local, and national network of like-minded individuals who champion health, education and financial stability for their communities.

We invite you to join forces with the [NUMBER] local Tocqueville Society members who are leading high-impact change for our region.

**Button Text**   
[Learn More](https://unitedwayinc.org/get-involved/membership-groups/tocqueville-society/" \t "_blank)