**Donor Email A**

**Audience**: General

**Subject line**: United We Can

**Preheader text**: In central and northeastern Connecticut, together we can ensure children succeed in school and families achieve financial stability

**Body**:

Dear [FIRST NAME],

Our world looks different than anyone imagined a few years ago. It’s no exaggeration to say that the most vulnerable –anyone who was barely getting by before – are struggling more than ever.

United Way is stepping up to respond, as we have for nearly 100 years. We’re helping people deal with immediate needs. But we’re also helping communities recover – and rebuild. We envision a strong, resilient region where everyone has opportunities to succeed.

Here’s what we’re tackling right now:

* More than 6,000 students in kindergarten through eighth grade received programming and services to keep them on track and engaged academically
* More than 1,000 people gained employment in industries that provide livable wages, opportunities for advancement and benefits
* More than 13,000 people were connected to emergency resources such as rent/utility assistance, medical equipment, clothing or transportation assistance.

But we have so much more to do. ALICE\* in Focus, recently released by United Way, shows that even before the pandemic 42 percent of all Connecticut children lived in a household with income below the ALICE Threshold for financial survival — which is the amount needed just to afford the basic costs of housing, child care, health care, transportation, and a basic phone and data plan.

TOGETHER, we can make a meaningful difference. Join us today.

**Button Text**

[Give Today](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

*\*ALICE is a United Way-coined acronym that stands for* ***A****sset* ***L****imited,* ***I****ncome* ***C****onstrained,* ***E****mployed.*

**Workplace Donor Engagement (Series 1)**

**Audience (General: Email A)**

**Audience**: Workplace - CEOs/Campaign Leaders of workplace campaign companies to send to employees

**Subject line**: Together, We Can Make a Difference

**Preheader text**: *Intentionally left blank*

**Body**:

Dear [EMPLOYEE NAME],

It’s been a tough period for our community. But TOGETHER, we can make life better for so many by giving to United Way of Central and Northeastern Connecticut through our employee giving campaign this year!

I‘m excited to invite you to help improve the health, education and financial stability of every person in our community. TOGETHER, we at [COMPANY NAME] can take action that will directly support so many of our neighbors in need.

[[INSERT SUCCESS STORY OF YOUR PREFERENCE]](https://unitedwayinc.org/results/success-stories/)

This year, [COMPANY] has the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] in support of the communities in which all of us live and work. Last year, more than 270,000 people in our region gained access to health services and emergency basic needs with our help. This year, the need continues.

We’re counting on generous people like you and your teammates to help children and families in our communities. By pledging your support, you can make a difference. The best part? The money you give stays here in central and northeastern Connecticut, and you’ll see the results in our own backyard.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

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

**Button Text**

[Give Online](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**Workplace Donor Engagement (Series 1)**

**Audience (General: Email B)**

**Subject line**

People Are Still Struggling

**Preheader text**

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

**Body**

Dear [EMPLOYEE NAME],

Thousands of vulnerable people throughout our region continue to struggle, but you have the chance to make a difference.

When you give to your employer’s giving 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 equitable 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 nearly 100 years. We’ve been there year after year for our region’s most vulnerable. Now we’re asking you to join us and do this TOGETHER.

No one person, organization, company or government can do this alone. We have to show up TOGETHER to support our community.

**Button Text**

[Give Today](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**Workplace Donor Engagement (Series 1)**

**Audience (General: Email C)**

**Subject line**

We Can Still Show Up TOGETHER

**Body**

Dear [EMPLOYEE NAME],

A stronger community where everyone has opportunities to succeed is possible. But we all need to show up **TOGETHER** to make it happen.

Our communities, region and world look different than anyone could have imagined a few years ago. It is no exaggeration to say that the most vulnerable – anyone who was barely getting by before – is struggling now more than ever. 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.

Let’s come and show our neighbors what is possible when we all show up **TOGETHER**!

**Button Text**

[Give Today](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 2022 United Way Community Campaign.

Many things have changed about our world over the past years, 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 community.

[[INSERT SUCCESS STORY OF YOUR PREFERENCE]](https://unitedwayinc.org/results/success-stories/)

This year as a company, we have the ambitious goal of raising [MONETARY GOAL/DESCRIPTION]toimprove the communities 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 region.

[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](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 we all can have opportunities to succeed TOGETHER! Will you join them?

In 2021, because of support from local companies and individuals:

* Nearly 2,600 children enrolled in high-quality early childhood education programs;
* 23 million pounds of food distributed through regional food banks; and,
* More than 10,000 households received no-cost tax preparation services, which resulted in nearly $27.5 million in refunds returned to the region.

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 and families in our region. 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 tomorrow.

**Button Text**

[Donate](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 tomorrow. The way our community has rallied over the last years is proof.

By donating to United Way of Central and Northeastern Connecticut, TOGETHER we can find solutions that help ensure that children succeed academically and families are financially secure.

**Button Text**

[Donate Today](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 TOGETHER 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 well-being 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 region immediate relief as well as support so they have opportunities to succeed.

Will you join local business leaders and individuals to help our community?

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 tomorrow.

**Button Text**

[Give Now](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 by providing opportunities for children to succeed in school and for families to achieve financial stability.

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

In these challenging times we have learned the value and importance of taking care of one another.

The goal is to build TOGETHER more equitable outcomes for all.

**Button Text**

[Give Now](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 network of partners respond to immediate needs in our communities with resources that offer relief and help people recover and rebuild.

Whether it’s providing shelter or 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 2,600 children enrolled in high-quality early childhood education programs;
* 23 million pounds of food distributed through regional food banks; and,
* More than 10,000 households received no-cost tax preparation services, which resulted in nearly $27.5 million in refunds returned to the region

**Button Text**

[Renew My Gift](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 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 well-being of children and families.

You supported solutions that addressed 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 tomorrow.

**Button Text**

[Donate Now](https://fundraise.givesmart.com/form/BSCemQ?vid=nqwm9)

**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 (ELS).

We are a diverse young professionals 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; and,
* Network with central and northeastern Connecticut’s most influential executives and emerging leaders.

A 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%22%20\t%20%22_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/)

**Emerging Leaders Society**  - ELS Case Competition

**Audience (General)**

**Subject line**
Have you heard about ELS Case Competition?

**Body**
The *ELS Case Competition* offers a unique eight-week opportunity for young professionals and executive leaders to work together to solve a real community challenge. Teams will be immersed in learning about a particular community challenge and positioned to identify creative solutions, develop personally and professionally, sharpen their virtual presence, and form an instant network of individuals with diverse backgrounds and leadership styles.

ELS created this “Shark Tank” style competition to allow for innovative thinking, problem-solving and professional development, all while offering up ideas that may have a long-term impact on our community.

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/)

**Women United**

**Subject line**

Women United Make a Difference

**Preheader text**

Connect with women like you who are championing 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 membership group that brings together change makers dedicated to supporting women and families achieving financial stability.

Who is Women United?

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

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 and allies. That’s the collective force of Women United.

Women United is a group of leaders who focus on ensuring local women and families achieve financial stability. And we need more members 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; and,
* Network and collaborate with key business and community leaders.

Join 70,000 champions 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/%22%20%5Ct%20%22_blank)

**Women United**

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

**Subject line**

People Who Impact Our Community

**Preheader text**

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

**Body**

Dear [NAME],

Supporting 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 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 advocates

**Body**

Dear [NAME],

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

“Being a Women United member has been an extraordinary opportunity to meet women from different organizations who all share the same passion for making a positive impact in the lives of others. We are making a demonstrable impact on our local community, while also having the opportunity to grow personally and professionally.” - Melissa O’Hara

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

Membership benefits include:

* Being part of a community of like-minded women and allies 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; and,
* Opportunities to advocate for key community issues at the local and state level.

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

**Button Text**

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