**Audience: General (Donor Email)**

**Subject line**: United to Close Gaps and Create Opportunities

**Body**:

Dear [FIRST NAME],

For 100 years, United Way has responded to the most pressing needs in our community.

Their Centennial milestone is allowing them to explore their impact work more deeply. After more than a year of deep listening across central and northeastern Connecticut, United Way developed a new strategic vision - [**Onward860**](https://unitedwayinc.org/publications/onward860/). This bold vision is built on insights and feedback from our community; a century of service; a belief in a better future for our region; and, equity at their core.

Moving forward, they will be working to end poverty in all its forms by closing gaps in child literacy, housing, wages and life expectancy so the 860 region is an equitable place where everyone succeeds.

Join United Way and co-create a brighter future for all today while strengthening our community for generations to come.

**Button Text:**  [Give Today](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement (Series 1)**

**Audience: General (Donor Email A)**

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

**Subject line**: Together, We Can Close Gaps and Create Opportunities

**Body**:

Dear [EMPLOYEE NAME],

Challenges that hold back local families from thriving are constantly arising, putting a burden on our community. The complexity of these challenges require that we work together to create brighter futures for all. **Giving to United Way of Central and Northeastern Connecticut through our employee giving campaign is a great start** to tackle these challenges.

I am excited to invite you to close gaps in child literacy, housing, wages and life expectancy for every person in our community. Together, we at [COMPANY NAME] can take action that will directly support those who need it the most.

[[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 where we live and work. We are inviting you to co-create a brighter, more equitable 860 region where everyone succeeds.

We are counting on generous people like you and your teammates to help achieve equitable outcomes for children, adults and families in our communities. By pledging your support, you can make a difference and the money you give stays here in central and northeastern Connecticut, and you will 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 Today](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement (Series 1)**

**Audience (General: Email B)**

**Subject line**

Co-create a More Equitable 860 Region

**Body**

Dear [EMPLOYEE NAME],

It takes all of us to close gaps and create opportunities. While United Way of Central and Northeastern Connecticut has a clear path to end poverty in all its forms in our region, they need you to make it happen.

United Way’s [Onward860](https://unitedwayinc.org/publications/onward860/) approach involves:​

* Aligning community, corporate, government and philanthropic partners to end poverty​
* Leveraging 100 years of expertise, experience, data, community voice and resources to deepen impact​
* Connecting people with resources and opportunities to make a difference​
* Transforming the future with game-changing solutions and partnerships

No one person, organization, company or government can do this alone. As United Way looks forward, we invite you to strengthen our community for generations with a financial contribution.

**Button Text:**  [Give Today](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement (Series 2)**

**Audience (General: Email A)**

**Subject line**

Make a Difference with United Way

**Body**

Dear [EMPLOYEE NAME],

Be one of the first to make a difference by giving to the 2024 United Way Community Campaign.

Many things have changed over the past few years, but our ability to make a difference in our region remains the same. That is why I am excited to invite you to close gaps in child literacy, housing, wages and life expectancy with United Way of Central and Northeastern Connecticut.

All of us at [COMPANY NAME] can take action today that will help create opportunities for everyone in 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 where we live and work. We are 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 the 860 region.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

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

**Button Text:** [Give Online](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement (Series 2)**

**Audience (General: Email B)**

**Subject line**

A Brighter Tomorrow for All

**Body**

[FIRST NAME],

If we have learned anything over the past few years, it is that when we create opportunities for all in our community, we build a better future for all.

By donating to United Way of Central and Northeastern Connecticut, together we can close gaps to allow a brighter and more equitable 860 region where everyone succeeds.

**Button Text:** [Donate today](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement (Series 2)**

**Audience (Local Small Business: Email A)**

**Subject line**

Give today, change someone’s tomorrow

**Body**

[FIRST NAME],

Local businesses across our region are donating to United Way of Central and Northeastern Connecticut so we can all close gaps in child literacy, housing, wages and life expectancy. Will you join them?

United Way is co-creating a brighter, more equitable 860 region where everyone

succeeds. Together, we can eliminate poverty in all its forms.

When generous people like you give to United Way of Central and Northeastern Connecticut, you help create opportunities for all.

Join us so together we can close gaps and change someone’s tomorrow.

**Button Text:** [[Donate today](https://unitedwayinc.org/donate/)￼](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement (Series 2)**

**Audience (Local Small Business: Email B)**

**Subject line**

Join Business Leaders in Giving Back

**Body**

[FIRST NAME],

Every gift to United Way of Central and Northeastern Connecticut helps to close gaps and connects people with resources to make a difference.

Gifts of time and money create opportunities that tackle the most pressing needs of our community.

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

When you give to United Way, you are leveraging our collective expertise to deepen impact and transform the future with game-changing solutions.

Consider making your gift today.

**Button Text:** [Give now](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement**

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

**Subject line**

Come back and change someone’s tomorrow.

**Preheader text**

You created an impact last year. Here’s your chance to help again.

**Body:**

Hi [FIRST NAME],

You have supported United Way of Central and Northeastern Connecticut in the past and your gift made a difference in our community. With their Centennial milestone underway, they created a bold vision to end poverty in all its forms in central and northeastern Connecticut and we want you to be part of this vision - [Onward860](https://unitedwayinc.org/publications/onward860/).

Join United Way again and close gaps in child literacy, housing, wages and life expectancy. Together, we can co-create a better future for the 860 region.

**Button Text:** [Renew my Gift](https://unitedwayinc.org/donate/)

**Workplace Donor Engagement**

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

**Subject line**

There is still more to do. Will you help?

**Body**

[FIRST NAME],

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

Will you show up again to close gaps and create opportunities this year? When you give to United Way, you are co-creating a brighter future for the 860 region.

Please give today. Because what we do TOGETHER today can transform

the future with game-changing solutions tomorrow.

**Button Text**

[Renew my Gift](https://unitedwayinc.org/donate/)

**Emerging Leaders Society**

**Audience (General)**

**Subject line**

Lead With Us

**Body**

Give back.

Make connections.

Have fun.

You can get it all when you join [United Way Emerging Leaders Society (ELS)](https://unitedwayinc.org/get-involved/membership-groups/emerging-leaders-society/).

They are a diverse young professionals group committed to making a difference in central and northeastern Connecticut.

Join ELS 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://unitedwayinc.org/donate/)

**Emerging Leaders Society**

**Audience (General)**

**Subject line**
Your Community Waits for You!

**Preheader text**
Join ELS today

**Body**
[United Way Emerging Leaders Society](https://unitedwayinc.org/get-involved/membership-groups/emerging-leaders-society/) (ELS) is not just another young professionals' group. It is a chance to join other civic-minded, motivated, awesome humans and make an impact in central and northeastern Connecticut. Plus, they have a lot of fun along the way!

ELS 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.

Come and co-create a better future for the 860 region. Interested in learning more? Find out what they’re all about.

**Button Text**

[Check Out ELS](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.

United Way of Central and Northeastern Connecticut appreciates your recent support, and because of it, they are extending an invitation for you to join [Women United](https://unitedwayinc.org/get-involved/membership-groups/women-united/), a United Way membership group that brings together change-makers dedicated to financially empowering local women and their families.

Who is Women United?

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

Please join them 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 is the collective force of [Women United](https://unitedwayinc.org/get-involved/membership-groups/women-united/).

Women United is a group of leaders who focus on financially empowering local women and their families. And they are seeking 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. Locally, Women United closes gaps and creates opportunities for local women and families to achieve financial security.

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

**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 philanthropists are leading the charge and inspiring change across the 860 region

**Body**

Dear [NAME],

Supporting local women and families getting jobs, receiving 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](https://unitedwayinc.org/get-involved/membership-groups/women-united/) does every day.

Women United is a network of dedicated change-makers who are co-creating a better future for the 860 region by closing gaps and creating opportunities for local women and families to achieve financial security.

Together, let’s build together an equitable community where everyone can succeed.  A gift of $250 to United Way of Central and Northeastern Connecticut qualifies you for membership.

**Button Text:** [Join us](https://unitedwayinc.org/donate/)

**Women United**

**Subject line**

Leading the Charge. Inspiring the Change

**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.

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 closing gaps and creating opportunities in our community, a donation of $250 today will qualify you for Women United membership.

**Button Text:** [Give Now](https://unitedwayinc.org/donate/)