**Email #1** – Kick off Email for Senior Leadership Teams

Hi,

For over 20 years, X company employees have led the way in community giving through our United Way Giving Campaign. This year your gift is needed more than ever.

While COVID-19 affects us all, it also shines a spotlight on the inequities in our systems. It shows us just how much stable employment; access to healthcare; and in-person connection with friends, family, and neighbors is key to our survival.

Currently, United Way of Snohomish County is working closely with five CORE (Creating Open Roads to Equity) Collaboratives made up of more than 100 public, private, and nonprofit partners, to meet any unforeseen needs that have emerged because of the COVID-19. From laptops, Wi-Fi hot spots, and larger data plans to help bridge the digital divide for our partners and families to virtual case management and tele-health technology to continue the CORE work, we are working to remove as many barriers as possible for families who were already struggling to get by.

But the social and economic impacts of COVID-19 will echo in our community for years to come. The real work is ensuring that those struggling the most during unforeseen circumstances like this pandemic are not faced with the same situation, should something like this happen again.

Investing in CORE helps to ensure families escape the traps of poverty now and into the future.

Donate Now <link>

Last year, X directors made donations to the United Way totaling $XXXXX. This year, we’d like to increase that by 10%, making our goal for the donations to $XXXXX.

The 2020 campaign officially kicks off today, **X Date** and runs through **X Date.**

For more information visit www.uwsc.org and please encourage your teams, colleagues, and friends to support CORE!

Thanks,

**Email # 2 – Kick Off Email for All Staff**

Subject Line:
United Way Giving Campaign Kicks Off Today!

Text:

Hi (Name),

For over 20 years, X company employees have led the way in community giving through our United Way Giving Campaign.

This year your gift is needed more than ever. While COVID-19 affects us all, it also shines a spotlight on the inequities in our systems. CORE (Creating Open Roads to Equity) is a one-of-kind, 2-generational approach focused on long-term solutions for children birth to age 8 and the adults in their lives.

As we all do our best to stay at home to keep ourselves and others safe during this unprecedented time, one thing has become clear: Families who were already the most vulnerable now face even greater social and economic challenges.

Watch this short video about how COVID-19 is impacting the work of one of the CORE Collaboratives.

I ask you to invest in this collaborative work by donating to United Way through our annual campaign. Make a difference for young children and their families in Snohomish County. Our payroll deduction option makes giving easy, you can also give by check, cash credit card and or PTO and X company will match your gift at .XX cents on the dollar.

Donate Now <link> . Each donation matters, and United Way could not do the work without caring community members like you.

If you have any questions about the donation page, please email susan.gustafson@uwsc.org. For any other questions, contact <internal email of CORE Ambassador>.

Sincerely,

**Email #3 –** 1st Reminder Email – All Staff

Subject Line:
Your Gift Matters!

Hi (Name)!

This year's United Way Campaign is off to a great start!

Every dollar you invest supports over 100 nonprofit, public, and private partners working together on United Way's *CORE:* *Creating Open Roads to Equity* Approach, which places children and their caregivers at the center of a collaborative service model to provide the diverse supports unique to each family’s needs.

Before the COVID-19 pandemic hit our country and our community, the number of families being served was steadily growing and the CORE Collaboratives were beginning to see the positive impacts of this new model.

Now, United Way of Snohomish County is helping to not only meet immediate needs brought about by COVID-19, but are working to ensure that those struggling the most during unforeseen circumstances like this pandemic are not faced with the same situation, should something like this happen again.

Please click Donate Now <link> and pledge your gift. You can donate easily through payroll deduction, check, cash, or credit card. Each donation matters, and United Way could not do the work without caring community members like you.

If you have any questions about the donation page, please email susan.gustafson@uwsc.org. For any other questions, contact <email of CORE Ambassador>.

Thank you in advanced for your continued participation.

Sincerely,

**Email #4** – 2nd Reminder Email – All Staff

Subject Line:
Two more days to make a difference!

Hi (Name)!

Our United Way Campaign is in its final two days, closing at X time on X date!

**Donate now** to help United Way support over 100 community partners in five CORE Collaboratives that surround both the child and adult within a family with resources that not only meet basic needs but address root causes of a family’s struggle. You can donate easily through payroll deduction, check, cash, credit card and/or PTO and we will match your gifts at .XX cents on the dollar. A donation of any amount helps, and all donations are appreciated.

Learn more about United Way’s CORE work in this short video.

By giving to CORE, you are not only addressing immediate needs brought about by COVID-19, but you are investing in something much more: collaborative solutions that will create positive results for generations to come.

We are proud of our partnership with the United Way; it’s important for us to play a role in the community.  Through the campaign last year, we raised over $XXXXX. So please consider participating by X time on X day help make as big a difference as possible.

Thanks again for your support. Your generosity is changing the trajectory of children and their families in our communities for generations to come.

Donate Now <link>

Sincerely,

**Email #5** – Final Day Email – All Staff

Subject Line: Last Day to Pledge!

Hi (Name)!

Our United Way Campaign is closing today at 5:00 PM, so there is still a chance to participate!

Donate Now <link> to help United Way make it easier for Snohomish County families to weather the social and economic impacts of COVID-19 and escape the traps of poverty, creating positive results for generations to come. You can donate easily through payroll deduction, check, cash, credit card and/or PTO and X Company matches your gifts at .XX cents on the dollar. A donation of any amount helps, and all donations are appreciated.

Thanks again for your support, and for making this year’s campaign a success.

Sincerely,