

SAMPLE COMMUNICATIONS

Kick Off Communication from CEO/Senior Management

Subject Line: United Way of Aroostook Employee Campaign

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in our community. Participating in this year's United Way of Aroostook fundraising campaign is one way we at [COMPANY] create real change in our community.

When you support United Way of Aroostook, we all benefit. Our youth are better educated. Our neighbors are more financially stable. Our community is healthier. Your support makes a difference and is vitally important. It takes all of us working together to make a lasting impact on our community.

Please hold [DATE/TIME] on your calendar for our campaign Kick Off. We look forward to seeing you all there.

Sincerely,

[CEO/Senior Management Name]

Kick Off Communication from ECM

Subject Line: United Way of Aroostook Employee Campaign

I am so excited to be leading this year's United Way of Aroostook's annual fundraising campaign! We kick off our campaign on [DATE/TIME] and will wrap up on [DATE]. This year we hope to raise even more than last year-[LAST YEAR'S \$ AMOUNT AND/OR # /% OF EMPLOYEES PARTICIPATING]. Our goal is [\$ AMOUNT AND/OR # /% OF EMPLOYEES PARTICIPATING]. As always, we hope you will participate, because when you support United Way of Aroostook, we all benefit. Our youth are better educated. Our neighbors are more financially stable. Our community is healthier.

Investing in our community is an important responsibility which we all share. United Way of Aroostook has the scope, expertise, and influence to bring together the people and resources to make the most of our investments. Our community thrives when children succeed in school, when families are financially stable, and when people live healthy lives.

Please join us on [DATE/TIME of kickoff] to show our community how we work TOGETHER to LIVE UNITED! See you there!

Sincerely,

[ECM Name]

See reverse side for additional communications

Subject Line: What can a dollar do?

One of the most common questions employees ask about United Way is what difference one donation makes. You might be surprised at how far weekly gifts as low as \$1/week can go when you donate to United Way of Aroostook.

United Way makes the most of every dollar you give. How? By focusing efforts on strategies for long-term change and by investing in proven programs and initiatives right here in Aroostook County. A volunteer Task Force spent many hours of their time last year to ensure donations were invested where they would do the most good in Aroostook County. For example:

- \$10/week (total \$520) provides 11 bed nights at local shelters which support our homeless and victims of domestic violence.
- \$5/week (total \$260) helps to heat the home of a family in crisis.
- \$3/week (total \$156) provides 21 meals for a homebound senior citizen.
- \$1/week (total \$52) will sponsor TWO Aroostook County preschoolers for the Dolly Parton's Imagination Library Program for an entire year! That's one new, age appropriate book each month for TWO children!

By doing the weekly payroll deduction, you might not miss that amount as much as you would by giving one big donation. And remember, your donation is combined with hundreds of other donors to make the greatest impact on the lives of people living here in Aroostook County. I hope you will join me in giving to United Way of Aroostook at the level that's right for you.

Thank you,

[ECM Name]