**CAMPAIGN INTRODUCTION
(WITH INVITATION TO UNITED WAY PRESENTATION)**

*Subject Line: Create a thriving community with United Way!*

**United Way of the Mohawk Valley makes an impact on the lives of 1 in 3 people in our community.** People just like you or me, our friends, family, and neighbors.

That’s because United Way of the Mohawk Valley focuses on more than one single issue.

Your donation to United Way of the Mohawk Valley helps:

* Improve health, expand education, and strengthen livelihoods.
* Empower more than 30 local programs that provide life-changing support.
* Address root causes of our community’s biggest challenges and emerging needs.
* Create innovative solutions that make it easier for our community to rise.

Join us for a United Way presentation to learn how your donation can make an impact for more than 100,000 people in the Mohawk Valley.

**Presentation Details: *[ADD YOUR COMPANY’S PRESENTATION DETAILS HERE]***

Date:

Time:

Virtual Presentation Link: *if virtual presentation applies*

Incentives:

See you then,

Signed by the CEO or Campaign Coordinator

**CAMPAIGN KICK OFF (WITH PRESENTATION) REMINDER**

*Subject Line: Our United Way campaign kicks off today!*

**Today kicks off our annual United Way campaign!**

**Join us to hear how you can get involved and make a difference!** A representative from United Way MV will be here today to share the impact of their work, the people’s lives that are changed, volunteer opportunities, and answer your questions.

**Presentation Details: *[ADD YOUR COMPANY’S PRESENTATION DETAILS HERE]***

Date:

Time:

Virtual Presentation Link: *if virtual presentation applies*

Incentives:

Learn more about how United Way brings people, opportunities, and resources together to solve our community's most pressing challenges.

See you soon,

Signed by the CEO or Campaign Coordinator

**POST PRESENTATION FOLLOW UP**

*Subject Line: Giving Details*

If you joined us for our campaign kick-off presentation, you learned how your donation is put to work through United Way of the Mohawk Valley.

**(*ICYMI:*** [***Watch this short video***](https://youtu.be/TyJtYXZE9Fw) ***to learn more!)***

United Way shared details about the programs your donation supports such as [211](https://www.unitedwaymv.org/211), [Ride United](https://www.unitedwaymv.org/rideunited), and more than 30 others! They also shared different ways get involved like through United Way MV’s annual [Day of Action](https://www.unitedwaymv.org/dayofaction).

Want to learn more about how your donation can improve **health**, expand **education**, and strengthen **livelihoods** for those in our community? Check out United Way MV’s [Impact Flyer here.](https://www.unitedwaymv.org/sites/unitedwaymv/files/2024-25%20Digital%20Brochure%20Flyer.pdf)

**Giving to United Way MV is easy.**

You can make your donation right through your paycheck! Payroll deduction is convenient and budget friendly, allowing you to spread payments throughout the year – no checks to write – no payment dates to remember (of course, if you prefer cash or check donations, they are accepted as well.)

Make your [**donation online here**](https://www.tfaforms.com/5022654)by **<DEADLINE DATE>**.

**We know change doesn’t happen alone.** You can be a part of creating solutions the United Way!

Thank you,

Signed by the CEO or Campaign Coordinator

**MID-CAMPAIGN REMIDER**

*Subject Line: Deadline approaching to make your donation!*

**<INSERT COMPANY NAME>** is invested in our community and cares about the people who work and live here. That’s why we partner with United Way of the Mohawk Valley to help our community thrive.

With your help, United Way of the Mohawk Valley and their many partners are addressing today’s biggest challenges and creating better solutions for tomorrow.

Check out this short success story video to see just how your donation makes a difference in our community: **INSERT SUCCESS STORY VIDEO FROM OUR** [**TOOLKIT**](https://www.unitedwaymv.org/campaigntoolkit) **HERE.**

Make your [**donation online here**](https://www.tfaforms.com/5022654)by **<DEADLINE DATE>**.

Thank you,

Signed by the CEO or Campaign Coordinator

**END OF CAMPAIGN THANK YOU**

**OPTION 1**

*Subject Line: You made a difference. Thank you!*

Thank you for being a part of making an impact with us! Your donation through United Way of the Mohawk Valley supports more than 30 programs providing life-changing help to thousands of people in our community.

Our friends at United Way MV are so grateful for your support and asked us to share this [**special thank you video with you.**](https://www.youtube.com/watch?v=FzYjoXkY9fI)

Thank you,

Signed by the CEO or Campaign Coordinator

**OPTION 2**

Subject Line: Thank you!

As our United Way campaign comes to an end, I want to say thank you to our employees. The money raised by **<INSERT COMPANY NAME>** and our employees will help thousands of our community members, fund more than 30 vital local programs, and allow United Way MV to continue to help our community thrive. Because you care, we are a step closer to honoring the words “LIVE UNITED.”

[**Please check out this video**](https://www.youtube.com/watch?v=FzYjoXkY9fI) with a special thank you message from United Way MV.

Thank you,

Signed by the CEO or Campaign Coordinator