**2021 e-Pledge Communications Examples**

*The following are examples of messages you can send via memos or emails*

*to enhance your workplace campaign.*

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**Example #1**

Dear **[Donor Name]**,

We are once again pleased to offer United e-Pledge, our safe and confidential online pledging site that makes your participation easier than ever.

Please click on “Pledge Now” to log in to the donor site.

In addition to **[company name’s]** year-round activities with United Way, our corporate gift of **[$XX,XXX]** also supports this year’s campaign. As good stewards of your generosity, United Way invests in programs that prepare our children and youth for school and life, support individuals and families to achieve greater stability, and provide safety net services for those in crisis.

While our community continues to navigate through the COVID-19 pandemic, the number of people who need our attention and United Way services has climbed drastically. Thank you in advance for your support.

If you have any questions about making a United Way pledge, please contact **[name, email and phone number.­­­]**

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**Example #2**

**[Donor Name]**,

Our 2021 United Way Campaign is now underway, and your support is so important in helping change lives in our community!

Beginning this year, donating to United Way is even easier! We have eliminated the paper pledge forms, and you can now access the online United Way e-Pledge system to donate. To access the site, click on this **[link]** or visit **[http://giveuw.org/company.]**

This site is secure, and all information will be held with the same confidentiality as our previous campaigns. Once you are at the login screen, enter the following:

Username:
Password:

Our United Way Campaign runs from **[Month XX thru Month XX, 2021.]** It takes just a few minutes to donate, and your gifts make a big difference to the children, individuals and families who need assistance!

If you have any questions about making your pledge, please contact **[name, email and phone number.]­**

Thank you for your support of United Way!

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**Example #3**

Our 2021 United Way Campaign is now underway!

We are proud of the generosity you have shown in past campaigns and are confident that with your support, we will have yet another successful campaign.

PLEDGE NOW!**[Link]**

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**Example #4**

Our annual United Way campaign is now underway, and we are pleased to offer United e-Pledge, our online pledging site. This tool makes your participation easier. It also helps us maintain our position as a campaign leader, track your gift more efficiently, and make a greater impact on our community.

To access the site, please log in to **[http://giveuw.org/company.]**

Username:
Password:

Responding to ongoing needs – during a pandemic, natural disaster or times of immediate crisis -- United Way brings us together with solutions and compassion.

United Way invests in programs right here in our community. Small children are nurtured and prepared for kindergarten, struggling individuals and families transition to self-sufficiency, at-risk students improve their grades and graduate, and those experiencing crisis are provided food, shelter and clothing.

To help the most, please consider becoming a Leadership-level donor. We also appreciate the example you set with your Care Share contribution. On behalf of those who are helped, but can’t tell you, thank you for your support!

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**Example #5 – Reminder**

You still have time to make your pledge to this year’s United Way Campaign. We know you’re busy, but please take this last opportunity to be a part of this community-minded initiative and make a difference.

**The campaign will close [Day, Month XX at X:XX pm**.]

To access the United Way e-Pledge site, go to **[http://giveuw.org/company.]** The site is mobile-friendly and will allow you to donate via your smart phone. At the login screen, enter the following:

Username:
Password: ﻿

Thank you for donating! Thank you for caring!

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**Example #6 – Reminder**

Dear **[Donor Name]**,

We are a few days away from wrapping u­­­p the **[company name]** United Way Campaign. Thanks to the generosity of our employees, we are on the cusp of reaching our [$XXX,XXX] goal. I am asking you to consider joining your fellow employees by participating in our annual fundraising effort. From assisting the elderly, our Veterans, and at-risk youth to providing food and shelter to those in need, there are numerous United Way programs that offer support during some of the most difficult times in people’s lives.

To access the site, please log in to **[http://giveuw.org/company.].** Once at the login screen, enter the following (be sure to type in your username and password rather than copying and pasting):

Username:
Password:

This site is secure and confidential. Payroll deductions will begin the first pay period in **[Month 2021.]** If you have any questions regarding e-Pledge, please contact **[name, email and phone number.]**

When we support the [company name] United Way Campaign, we continue to improve the quality of life for those in need in our community. One life at a time. One gift at a time.

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**Example #7 – Reminder**

This year’s United Way Pacesetter campaign is in its final phase, and we would really appreciate your support and participation. Last year our campaign raised **[$XXX,XXX]** as we had **[X,XXX]** employees who pledged. This year we set our campaign goal at **[$XXX,XXX.]** With one week left, we currently have **[XXX]** donors who have contributed **[$XX,XXX.]** Thank you! But to reach our goal, I encourage you to join your [agency name] co-workers who are making a real difference in our community.

No one knows the impact that local nonprofit agencies have in our community better than we do -- that’s exactly what we do every day here at [agency name.] It takes just a few minutes to donate, and your gifts support our community’s children, youth, individuals and families in need.

To access the site, click on this **[link]** or **visit [http://giveuw.org/company.]** The site is secure and confidential. At the login screen, enter the following:

Username:
Password:

Our United Way Campaign runs from **[Month XX -XX, 2021.]** If you have any questions about making your pledge, please contact **[name, email and phone number.]**

Thank you very much for your support of United Way and the people who need help in our community!