

Subject: Join Our Campaign Committee

Dear [Name],

We are making plans for the 2021-22 United Way campaign, and I would be delighted if you would serve as a member of the campaign steering committee. We need passionate people like you to represent our company and help us run a successful campaign.

United Way of York County has set a [Bold Goal](#) of helping 3,000 York County families achieve financial stability by 2030. The challenges that York County families face can be great. In York County, 13% of households earn less than \$25,000 a year, and 16% of working families with at least one worker live below the federal poverty level.

As a member of the campaign committee, you will play a key role in educating, energizing, and inspiring action among our employees. The time and effort you contribute as a member of our committee is truly appreciated.

Thank you for helping United Way of York County, SC

Sincerely,

[Workplace Ambassador]

Subject: United Way Campaign Kick Off – Leadership Email

Dear Colleagues,

We are excited to begin our United Way Workplace Campaign! Now until [\[Campaign End Date\]](#), you will learn about the mission of United Way and why we must come together and support their cause.

[\[WPA Name\]](#) will be serving as your United Way ambassador. If you have any questions please reach out at [\[insert email\]](#).

A great way to learn about United Way's Bold Goal of helping 3,000 York County families achieve financial stability by 2030, is to [watch United Way's Bold Goal video](#).

Last year, because of your donations, UWYC started 1,484 individuals on their personal path to financial stability. This means families are receiving financial literacy training, decreasing their debts, gaining employment, or starting to earn a livable wage. These are just some of the ways we are helping individuals out of poverty and into financial stability.

We invite you to commit to helping York County today by filling out a paper or [online pledge form](#).

[SIGNATURE]

Subject: Financial Stability in York County

Dear Colleagues,

We know COVID-19 has changed the landscape for working families in York County. The long-term impacts of the pandemic are difficult to predict. We do know there continues to be an increase of needs in our community and the goal of helping families become financially stable is even more important during a time of crisis.

In the last year, our 2-1-1 helpline has received over 1,900 calls and responded to over 3,800 community needs. 2-1-1 is an emergency assistance phone line that is available 24/7. This United Way program allows people to speak to one individual about their various needs and then be directed to the appropriate agency or organization.

The goal of helping families become financially stable is even more important during a time of crisis. UWYC is equipping individuals with the tools and resources to not only earn a livable wage but effectively manage their finances so that they can break the cycle of poverty.

Fill out a paper or [online pledge form](#) to support the Bold Goal.

Thank you!

[SIGNATURE]

Subject: Bold Goal Success Story

Dear Team,

Thanks to the support of donors like you, we have started more than 1,484 individuals on the path to financial stability. One of these many families includes Shelia; a single mom laid off because of the pandemic. [Watch this quick video to learn how we helped Shelia on her path to financial independence.](#)

We must understand that it is a long road to stability, with many stops along the way. However, by meeting our clients at the starting line and ensuring they get access to the resources they need at each step, we can confidently continue our work.

Thank you in advance for helping York County families achieve financial stability. Please be sure to fill out a paper pledge form or [online pledge form](#).

Thank you!

[SIGNATURE]

Subject: United Way Campaign Wrap Up

Dear Colleagues,

As we wrap up our United Way campaign, I want to thank you for your participation. We see the need in our community every day and I know you work tirelessly to meet those needs.

If you have not done so already, please fill out a paper pledge form or [online pledge form](#).

Because of donors like you, families are receiving financial literacy training, decreasing their debts, gaining employment, or starting to earn a livable wage. These are just some of the ways we are helping individuals out of poverty and into financial stability.

Thank you for joining the Bold Goal to help 3,000 York County families achieve financial stability by 2030.

Thank you,

[SIGNATURE]