

WORKPLACE CAMPAIGN EMAIL TEMPLATE

TEMPLATE 1: PERSONAL INVITATION FROM WORKPLACE CAMPAIGN LEADER

Subject: Join [Company Name] - United is the Way to a Thriving Community

Hi [Team],

I'm excited to invite you to join our annual workplace giving campaign in support of Greater Gallatin United Way. This year's theme is United is the Way—because when we unite, we build stronger, more resilient communities where everyone has the opportunity to thrive.

Today, so many of our neighbors in Greater Gallatin are working hard to overcome barriers and get ahead. Somewhere in our region:

- A working parent is figuring out how to stretch this week's paycheck to cover rent, groceries, and child care.
- A middle-schooler is struggling to focus in class because she skipped breakfast again.
- A recent graduate is searching for a path to a stable career.

But they're not alone.

By giving through our workplace campaign, you're helping Greater Gallatin United Way and 28 local nonprofit partners meet these challenges head-on. Your support powers programs that provide affordable child care, early learning resources, mental health and crisis support, basic needs assistance, and more. You can make a one-time or monthly gift, give through payroll deduction, or write a check. However you choose to participate, your donation creates real, lasting impact right here at home.

Let's show how [Company Name] can make a difference. Donate today and join us in creating more thriving communities for all. No challenge is too big for us to take on if we work together. Because, United is the Way.

Thank you for making a difference.

Best,
[Your Name]
[Title]

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TEMPLATE 2: EMAIL FROM GGUW ABOUT THE IMPACT

Subject: See the Impact: United is the Way to Change Lives

Dear [Team],

At Greater Gallatin United Way, we know that United is the Way—to resilience, equity, and opportunity for all. Thanks to people like you, here's what we accomplished last year:

- 3,335 people received essential help to meet their basic needs
- 3,092 gained access to mental health services
- 34,830 free books were provided to children through Dolly Parton's Imagination Library
- 3,055 children benefited from early education programs
- \$248,392 in tuition assistance ensured working families had access to affordable childcare

This year, our goal is to raise \$700,000 to invest in our community and double these results- join us!

Join [Company Name] in supporting this important campaign. Your contribution—whether it's a one-time donation, a monthly gift, or a payroll deduction—will help us continue providing essential services to families, youth, and individuals in need. Together, we can build a future where everyone has the opportunity to reach their full potential.

Thank you for your support!

Sincerely,
Kim Hall
Greater Gallatin United Way CEO/President

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[Company Name] can do—because United is the Way to a thriving community for all.

TEMPLATE 3: REMINDER EMAIL FROM COMPANY ABOUT THE CAMPAIGN

Thanks for being part of something bigger.

Subject: Every Gift Counts—United is the Way to Real Change

Hi [Team],

Just a reminder: our workplace campaign with Greater Gallatin United Way is still underway! If you haven't yet made your gift, now is the time to join us in creating meaningful change.

When we come together, we support working families, ensure kids have safe afterschool care, and increase access to critical mental health services—all right here in our region.

Giving is easy—through payroll, online, or by check. Every donation, no matter the size, makes a difference.

Let's show the power of our [Company Name] community. Because United is the Way to lift up our neighbors and create a thriving future for all.

Thanks for being part of it,

[Your Name]

[Title]