**Workplace Campaign Emails 2025**

**Welcome Email – Returning Workplace**
**Subject: It’s Time to Unite for Community!**
**Asset: United is the Way forward.**

**Email Body:**

Our 2025 United Way Workplace Campaign kicks off today! It’s time for us to unite as a team and take action to change local lives.

When you support the Campaign by donating to United Way, you are fueling life-changing programs that help individuals and local communities overcome poverty and thrive. By contributing, you are keeping people housed, fed, employed, safe, and connected.

Donating is easy! All you have to do is click here to make a secure donation by payroll deduction or credit card. Gifts of $25 or more are eligible for a charitable tax receipt, meaning you’ll get tax benefits while making a real impact right here at home.

Our United Way Campaign will run from [XXXX – XXXX], and there will be lots of fun campaign events, including:

[Campaign Event Name]

[Date and Time]

[Campaign Event Name]

[Date and Time]

[Enter incentive/contest/match/early bird details if desired] Eg.: Donate early! If you make your gift to United Way by [Date], you’ll be entered into a draw for a chance to win a local prize package valued at $250!

If you have any questions about our United Way Campaign, please contact [campaign coordinator’s name, email and phone number]l.

Every donation to our campaign matters, so let’s work together and give generously to reach our goal of [INSERT GOAL]!

Thank you in advance for your support.

**Welcome Email – NEW Workplace**
**Subject: It’s Time to Unite for Community!**
**Asset: United is the Way forward.**

**Email Body:**

[INSERT WORKPLACE NAME] is very excited to be launching our *very first* United Way Campaign! It’s time for us to unite as a team and take action to change local lives.

When you support the Campaign by donating to United Way, you are fueling life-changing programs that help individuals and local communities overcome poverty and thrive. By contributing, you are keeping people housed, fed, employed, safe, and connected.

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If you have any questions about our United Way Campaign, please contact [campaign coordinator’s name, email and phone number]l.

Every donation to our campaign matters, so let’s work together and give generously to reach our goal of [INSERT GOAL]!

Thank you in advance for your support.

**Reminder Email #1**
**Subject: Your gift helps people like Melanie**
**Asset: Meet Melanie**

**Email Body:**

When people don’t have access to the tools, education, relationships, and supports they need to thrive, it can compromise their personal wellbeing. It can lead to increased likelihood of mental illness, vulnerability to violence, substance use, and social isolation.

That’s why United Way [INSERT UW] supports life-changing programs that help individuals struggling with mental health, addictions, and gender-based violence, issues that are deeply connected to poverty and are greatly impacting our communities.

Donate Now!

One of these programs helped change Melanie’s life.

**Meet Melanie**

After years of living with untreated depression resulting from chronic illness and the trauma of medical scares, Melanie found herself in a local clinic, desperate to be heard. A referral to a United Way donor-funded organization marked the beginning of a new chapter; one built on healing, resilience, and reconnection.

*“In therapy, I realized I wasn’t just dealing with a physical illness,” she recalls. “I was grieving. Grieving the life I used to have, the energy I used to depend on, the version of myself I had lost.”*

Through subsidized counselling support made possible by United Way donors, Melanie began to process that grief and rebuild her sense of self.

*"I’m here because of the support I received through United Way. That support gave me a lifeline when I needed it most, and I will be forever grateful."*

Make your gift.

This is the power of donating to our United Way Workplace Campaign. Together, we can change the story for someone struggling. Together, we can remove barriers and bring mental health care within reach for everyone.

**Reminder Email #2**
**Subject: Together, we are stronger in uncertain times.**
**Asset: Together, we are stronger in uncertain times.**

**Email Body:**

Poverty continues to rise in all three Maritime provinces and remains one of the biggest influences of the social determinants of health. The threat of tariffs and increasing costs of housing, food, and everyday essentials mean more people and families are struggling to make ends meet.

Increasing poverty rates and the rising cost of living mean people are relying on community programs and organizations for support more than ever — but this increase in demand means the services that are there to help are being strained.

That’s where United Way comes in.

Make a Gift

Your donation to United Way helps fund and support a large network of social programs and local impact organizations all working to meet the ever-changing needs of our most vulnerable residents. This eases the growing strain by supporting capacity, ensuring critical programs that provide safe shelter, nutritious meals, social connections, and mental health supports are there for community members where, *and when*, they need them most.

You are the one keeping this important work moving forward.

Donate Now

In times of economic hardship, the strength of a united community is critical. When we lift each other up, we all succeed. So please give generously to our United Way Campaign.

Because**United** is the **Way** forward.

**Reminder Email #3**
**Subject: Meet Tanya**
**Asset: Meet Tanya**

**Email Body:**

Too many people in our community are left behind due to poverty. People living in poverty can struggle to acquire basic literacy and numeracy skills. Fewer finish school or go on to advanced education, making it very challenging to find stable employment. This can result in a vicious cycle of intergenerational poverty that is nearly impossible to escape.

United Way is committed to increasing access to education and skills building opportunities in our region, helping to create the conditions that enable individuals to find meaningful employment and participate fully in society. But we can’t do it without you.

Donate Today

Your donation to our United Way Campaign is invested in critical programs right here at home that fight poverty through education, training, and employment. It helps people like Tanya.

**Meet Tanya**

When Tanya arrived at a United Way donor-funded organization in early 2023, she was overwhelmed with personal challenges. Recently separated from her daughter, with her husband incarcerated and no stable place to call home, she felt scared for her future.

Tanya began working with Janelle, a program coordinator focused on helping people gain the education needed to move forward. Within weeks, Tanya passed two GED exams. With encouragement, she switched to the Adult High School Diploma program and moved quickly through credits with one-on-one coaching support.

Beyond academics, she received domestic violence support and her first laptop, all at no cost. She found a community, rebuilt her confidence, and made new goals. Now preparing to apply to a Personal Support Worker program, Tanya says she wouldn’t have made it without the support she received. Now, she is ready to pursue a career with purpose.

Tanya’s story is just one example of how you are helping people access the education, skills, and supports they need to build futures filled with opportunity.

Make Your Gift

**Reminder Email #4**
**Subject: Meet Katrina**
**Asset: Meet Katrina**

**Email Body:**

What if everyone in our community had safe, inclusive spaces to go, a sense of belonging, and people they can depend on when times are tough?

That’s United Way’s vision, and your donation helps make it a reality. You’re helping people like Katrina find community.

Donate Now

**Meet Katrina**

Katrina began attending a United Way donor-funded social inclusion program in early 2025 during a time of great change. Katrina’s father, her primary caregiver, passed away. She and her sister Brittany were navigating a tough transition. Brittany stepped into the role of primary caregiver and was looking for a supportive environment where Katrina could thrive and connect with others.

The program quickly became one of the most positive influences in Katrina’s life. She looks forward to every visit, knowing that each day brings something new and exciting. Whether it’s a creative arts and crafts session, a lively dance party, or sharing meals at Supper Club, Katrina finds joy and fulfillment in the variety of activities.

*“I like volleyball, art, swimming, and dancing. I enjoy painting because it’s fun. My favorite thing to paint is animals.” -* Katrina

Now, Katrina is thriving. She’s made close friendships, discovered new interests, and gained confidence through meaningful social connections. Being a part of an inclusive community has shown a remarkable transformation in her independence, communication, and sense of self.

As she looks forward, Katrina is excited to continue taking part in her favourite activities with her friends and getting to experience new opportunities. Katrina’s story is a beautiful example of how connection, support, and community can spark incredible growth.

That is the power of your gift to United Way. When you donate to our United Way Campaign, you are helping build a community where everyone feels like they belong.

Make Your Gift

**Thank You Email**
**Subject: You just made change happen.**
**Asset: What feels heavy alone is possible together.**

**Email Body:**

THANK YOU for answering the call to support our community! Your donation is fueling bold, innovative, local solutions to complex social issues, and we couldn’t be more grateful.

Here are your donation details:

Name: <--firstName--> <--lastName-->
Campaign Name: <--campaignName-->
Transaction ID: <--transactionID-->
Donation Amount: <--donationAmount-->
Payment Method: <--paymentMethod-->
Start Billing Date: <--startBillingDate-->
Credit Card Type: <--creditCardType-->
Donation Date: <--donationDate-->
<--designationInformation-->

Tax receipts for payroll deduction will be included on your T4 slip. Tax receipts for one-time and monthly credit card donations will be emailed to you and can also be easily retrieved from your account in our Online Giving Platform. If you've paid by credit card, your credit card statement will say "United Way Maritimes".

Thanks again for your support. We look forward to sharing the impact of your donation with you over this coming year. In the meantime, if you have any questions please reach out to campaign@unitedwaymaritimes.ca.

* Your United Way Team