

SUGGESTED CEO SUPPORT LETTER OR EMAIL TO EMPLOYEES

Dear Colleagues,

Hard times don't discriminate—sometimes life just happens. The truth is: We all need help sometimes.

With that being said, I am proud to say we're helping our fellow Rhode Islanders by supporting United Way of Rhode Island's 2017 Campaign, and encourage you to join us.

Last year, United Way of Rhode Island's 2-1-1 call center answered 195,344 requests for help finding food, housing, and health services. Rhode Islanders – just like you and me – who are looking for opportunities to better provide for themselves and their families.

United Way works to make sure Rhode Islanders have a place to turn when they're in immediate need while also building access to proven programs and services across the state.

And, did I mention the zero overhead? Their costs are covered by a trust, so your contributions go directly to the people and programs who need it most.

[INSERT IF COMPANY OFFERS MATCH] We will match every dollar donated by our employees, doubling the impact we can make in the community where we work and live.

This year, [INSERT NAME OF CAMPAIGN LEADER] will coordinate our campaign. [INSERT TIMEFRAME, GOALS, INCENTIVES, AND/OR ACTIVITIES]. Feel free to contact [HIM/HER] with any questions.

United Way is answering the call. But they can't do it alone.

I hope that you will join me in making a gift to United Way of Rhode Island's Community Impact Fund.

Sincerely,

NAME

TITLE

SUGGESTED CAMPAIGN LEADER MID-CAMPAIGN REMINDER LETTER OR EMAIL

Hi, All,

Thank you to everyone who has made a gift already to United Way of Rhode Island! And if you haven't been able to yet, there's still time!

Rhode Islanders just like you need our help. How do I know?

United Way of Rhode Island (UWRI) has talked to thousands of moms and dads, young people just starting out, seniors, and workers through their 2-1-1 call center. Because of this, they're in a unique position to know firsthand what Rhode Islanders need most.

And, did you know that nearly half of all households in the United States do not have the savings or support to handle emergencies? Many Rhode Islanders are just one flat tire away from needing help. They're not alone.



UWRI helps families take care of the basics and gives adults the tools they need to better manage their finances. They also support programs that help Rhode Islanders gain the skills they need to explore new options in training, employment, and careers. They know that a thriving economy depends on everyone having the tools they need to participate.

When Rhode Islanders need it most, United Way answers the call.

Join us. We can't do it alone.

NAME

TITLE

United Way of Rhode Island Campaign Leader

SUGGESTED CAMPAIGN LEADER MID-CAMPAIGN SECOND REMINDER LETTER OR EMAIL

Hi, All,

Once again, thank you to everyone who has already helped Rhode Islanders through United Way of Rhode Island this year! There’s still time to join us.

There are many ways your gift to the United Way of Rhode Island (UWRI) Community Impact Fund can change lives. Every dollar donated helps.

See how every bit can make a difference?

	\$1	a week / \$52 year (or for the cost of a can of soda or a candy bar) could help two families get their taxes done for free, putting money back in their pockets, using the Volunteer Income Tax Assistance program.		\$12	a week / \$625 year (or for the cost of a large pizza with toppings) could help pay the heat and electricity for an elderly neighbor.
	\$3	a week / \$156 year (or for the cost of a cup of store bought coffee) could help a struggling family with emergency rental assistance, allowing them to stay in their home. (In reality, rental assistance could be more or less, but every bit helps.)		\$19	a week / \$1000 year (or for the cost of two movie tickets per week) could send one child to an amazing summer learning or afterschool program.
	\$5	a week / \$250 year (or for the cost of one fast food meal) could help 2-1-1 reach more people by sending the RV to a health fair or Veterans home.		\$39	a week / \$2028 year (or for the cost of a large tank of gas or dinner out for two per week) could support adult education and job training to put one Rhode Islander on a path to a better career.

And, if that’s not enough, UWRI donors can be confident that their gifts go directly to people and programs who need it most, as a trust covers 100% of their overhead.

We can’t change lives and strengthen our community alone. It’s going to take all of us.

That’s where you come in.

Thanks for considering a gift to UWRI and if you have questions, please let me know.

NAME
TITLE
United Way of Rhode Island Campaign Leader

SUGGESTED CEO POST-CAMPAIGN THANK YOU LETTER OR EMAIL

Dear Colleagues,

I want to personally thank each and every one of you who contributed to our United Way of Rhode Island workplace campaign. Together, we are changing lives and strengthening our community.

With your donation, UWRI will continue to answer the call – not only through 2-1-1 but also through delivering much needed services, funding programs that work, and sharing the stories they hear every day with community leaders and elected officials.

We have raised more than [INSERT AMOUNT]. We couldn't have done it without your participation or [INSERT NAME OF CAMPAIGN LEADER AND PLANNING COMMITTEE]'s awesome work on this year's campaign.

With your help, we are increasing opportunities for all Rhode Islanders to better provide for themselves and their families.

Thank you for your generosity and commitment to LIVE UNITED.

Sincerely,

NAME

TITLE