**Use company newsletter or website to:**

* Provide a link to United Way of the Kearney Area’s website [www.uwka.org](http://www.uwka.org).
* Gather and publish quotes from employees “Why do you give to United Way?” Or “Why do you volunteer?” or “How do you Live United?”
* Share the United Way campaign video: https://www.youtube.com/watch?v=E0SA9t29ao8
* Post the schedule or calendar of campaign events.
* List United Way’s partner agencies, programs and initiatives.
* Post or send daily messages about United Way during the campaign that are educational and informative.
* Post messages from labor leaders, management, or anyone else with strong United Way ties, connections, or convictions.

**Announce the Campaign**

To: All staff

Subject: Save the date! United Way Campaign

Mark your calendars! Our United Way campaign begins [date]. The campaign planning team consists of [names]. We have planned many fun and interesting activities for this year’s campaign including:

* [List activities here]

The United Way campaign is our opportunity to invest in our community. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

**Announce the Campaign Kickoff**

To: All staff

Subject: United Way Campaign Kickoff Today!

Join the LIVE UNITED movement! Today is our United Way campaign kickoff. Everyone is invited to take part in a (ice cream social, potluck lunch, etc.) today in the [location] at [time]. Listen to stories from [Special guest speaker] about how United Way works to support the health, education and financial stability of every person in our community.

**Updates on Campaign Progress**

To: All staff

Subject: United Way Campaign Progress Update

Congratulations [organization] employees! We’ve reached \_\_\_\_% of our goal. Last week’s [special event] was a great success thanks to your participation and [highlight from event].

It All Adds Up when we work together to support the health, education and financial stability of every person in our community. Please turn in your pledge cards by [date], so that we can achieve our final goal of [amount]. I’m proud to be part of this exciting effort to improve the quality of life in our community. Stop by and say hello; I’d be happy to answer any questions you have about giving to United Way.

**Explain How United Way Helps**

Subject: Your Gift to United Way Adds Up

Every dollar you give Adds Up to help by:

* Reducing low-income families’ dependence on food banks and shelters
* Provides immunizations for those without health insurance
* Ensuring support and services to children impacted by abuse or neglect
* Helps people who are facing homelessness due to abuse

United Way’s “It All Adds Up” campaign is our opportunity to build a strong community for all.

**Did you know?**

Subject: Did you know?

Did you know that just $2 per week ($104) provides 526 pounds of food to support our local food pantries, which help people with food insecurity? Make your donation today to impact OUR community. It All Adds Up.

**Did you know?**

Subject: Did you know?

Did you know that just $5 per week ($260) provides four recreational scholarships for youth in our community? Make your donation today to impact OUR community. It All Adds Up.

**Did you know?**

Subject: Did you know?

Did you know that just $10 per week ($520) provides medical supplies to support a clinic for two months? Make your donation today to impact OUR community. It All Adds Up.

**Did you know?**

Subject: Did you know?

Did you know that just $20 per week ($1040) prevents 10 families from becoming homeless by assisting with rent or utilities? Make your donation today to impact OUR community. It All Adds Up.

**Need More Information on What your Donation to United Way Does?**

Subject: Where your donation to United Way really goes

United Way funds more than 20 programs and projects that help people year round. United Way of the Kearney Area also matches volunteers to agencies that need help. Want to know more about what your donation to United Way really does? Looking to volunteer? Check out United Way’s website at [www.uwka.org](http://www.uwka.org). It All Adds Up when we invest in our community.