



**PRE-CAMPAIGN LETTER**

Dear Friends,

The past year has been extremely challenging for many families and individuals across Elgin. Last year, {insert company name} employees came together to serve those in need by donating more than \${insert amount} through our annual United Way campaign. This support helped fund United Way of Elgin programs that:

- Provided food assistance to over 10,000 individuals
- Helped 1,523 children receive preventive and restorative dental care
- Provided over 198,000 medical appointments to the medically underserved
- Assisted 550 youth with high yield learning activities that resulted in 66% of participants improving their grades
- Provided over 14,000 days of shelter to nearly 15,000 men, women and children

This year, your continued support will be critical to deliver programs and services to families and children, the elderly, the disabled, the homeless, the unemployed and the underemployed.

By partnering with United Way, our contributions are delivering hope to families and individuals throughout the Elgin area. This partnership creates learning environments that prepare young children for school and life; assists families in achieving greater financial stability; empowers area residents to make neighborhoods safe; and enables people experiencing homelessness to begin a path to stability.

Please join me in supporting our 2009 United Way of Elgin campaign. Look for event details in the coming weeks. Your contributions build upon health and human service practices that are improving lives right here in our community.

Thank you for your generosity and support. To learn more about how your investments are working to improve lives, visit [www.uwelgin.org](http://www.uwelgin.org).

Regards,

{CEO}

**PRE-CAMPAIGN VOICE MAIL**

Remember that our 2009 United Way campaign will be starting in just a few weeks! We are excited to partner with United Way of Elgin, an organization dedicated to improving lives throughout the Elgin area. Look for upcoming announcements about how you can participate in this year's planned activities.

**PRE-CAMPAIGN E-MAIL**

Subject: Partner for the Future

Body:

Last year, {insert company name} employees came together to donate more than \${insert amount} through our annual United Way campaign. By partnering with United Way of Elgin, our contributions are delivering hope and support to families and individuals throughout the community. This partnership creates learning environments that prepare young children for school and life, and assists families in achieving greater financial stability. It empowers area residents to make neighborhoods safe and enables people experiencing homelessness to begin a path to stability.

Our 2009 United Way campaign will be starting in just a few weeks! Remember to look for upcoming announcements about how you can participate in this year's planned activities and visit [www.uwelgin.org](http://www.uwelgin.org) to see your dollars at work in the community.

## **CAMPAIGN KICK-OFF LETTER**

Dear Fellow Employee:

When we work together, we have the power to improve lives in our community. By investing United Way of Elgin's Community Fund, we prepare young children for school and life, assist families in achieving greater financial stability, empower residents to make neighborhoods safe, and enable people experiencing homelessness to begin a path to stability.

Please join me in making Elgin a better place to live by making a contribution to our 2009 United Way campaign. You can learn more about how your investments are helping the community by visiting [www.uwelgin.org](http://www.uwelgin.org).

Sincerely,

{CEO}

## **CAMPAIGN KICK-OFF VOICE MAIL**

Today marks the beginning of our 2009 United Way Campaign. Each year {Insert company name} partners with United Way to improve the lives of residents across our community. With your help, we can reach our company goal of investing \${insert company goal} in our community.

Thank you for your support.

## **CAMPAIGN KICK-OFF EMAIL**

Subject: Together We Can Change Lives.

Body: We all make important investment decisions each day. This year, please join me by investing in the community through our 2009 United Way Campaign. {Insert company name} has once again partnered with United Way of Elgin to improve the lives of residents throughout our community.

When you give to United Way of Elgin, you help prepare young children for school and life, assist families in achieving greater financial stability, empower area residents to make neighborhoods safe, and provide programs that enable homeless people to begin a path to stability.

{Insert company name} is proud to continue its partnership with United Way of Elgin. Be sure to attend one of the campaign meetings and learn how best to invest in our community. Please consider contributing to United Way of Elgin's Community Fund through payroll deduction – it's the best way of ensuring children and youth succeed, increasing financial stability, improving the health and safety of neighborhoods and ending hunger and homelessness.

To learn more about how your investment is helping the community, please visit [www.uwelgin.org](http://www.uwelgin.org).

## **MID-CAMPAIGN REPORT LETTER**

Dear Fellow Employee:

We are already halfway through our 2009 United Way campaign! If you have already made your pledge, thank you. Your contribution is delivering critical services to tens of thousands of people right here in our community. If you have not made your pledge yet, please consider giving to Community Fund. When you invest in the Community Fund, your single contribution provides valuable resources that tackle multiple issues at a time.

United Way of Elgin programs are working towards ensuring children and youth succeed, increasing financial stability, improving the health and safety of neighborhoods, and ending hunger and homelessness. This is why {Insert company name} has partnered with United Way once again this year. Together, we have the power to facilitate change. Together, we can face any challenge that comes our way. Together, we can make our community stronger for the future.

Please join us in improving lives and creating change for a better tomorrow. To learn more about how your investment is helping the community, please visit [www.uwelgin.org](http://www.uwelgin.org).

Sincerely,

{CEO}

#### **MID-CAMPAIGN REPORT VOICE MAIL**

We are halfway through our 2009 United Way campaign and are counting on everyone's support to reach our goal of \${insert amount here}. {Insert company name} is proud to partner with United Way of Elgin once again this year. United Way of Elgin programs are working towards ensuring children and youth succeed, increasing financial stability, improving the health and safety of neighborhoods, and ending hunger and homelessness. Please join us in creating change for a better tomorrow.

#### **THANK-YOU LETTER**

Dear {insert employee's name},

Thank you for participating in our 2009 United Way of Elgin Campaign. Every contribution helps improve lives right here in our community. With your support, we reached our goal and invested \${insert amount here} in our community.

To learn more about how your investment is helping the community, please visit [www.uwelgin.org](http://www.uwelgin.org).

Once again, thank you for your generosity and commitment to our community.

Sincerely,

{CEO}

#### **THANK-YOU VOICE MAIL**

Congratulations, we made it! We reached our goal for our 2009 United Way of Elgin campaign. Together, we invested \${insert dollar amount} in our community to build upon innovative and successful programs that address the challenges facing people right here in our community.

Thank you again for your generosity and support.

## **THANK-YOU E-MAIL**

Thank you for participating in our 2009 United Way of Elgin Campaign. Your contribution is helping to create meaningful and lasting change in the lives of local residents.

{Insert company name}'s 2009 United Way of Elgin campaign was a success. Together, we invested over \${insert dollar amount} in vital services for tens of thousands of people right here in our community.

To learn how your investment is helping the community, visit [www.uwelgin.org](http://www.uwelgin.org).

Once again, thank you for your generosity and commitment to our community.