**Email 1 – Pre-Campaign**

**Send Date:***(send two days prior to campaign kickoff)*
**Subject:** *UNITED, We Can*

**Body:**

**[FIRST NAME]**,

At **[COMPANY NAME]**, we believe in the power of coming together to make a difference. That’s why we’re proud to support United Way of Greater Knoxville’s annual campaign—because when we UNITE, we can create lasting change for our community.

**44% of families** in Tennessee are struggling to make ends meet. Many of these families may not even know where their next meal will come from, let alone how to build a better life. But **[COMPANY NAME]**’s United Way campaign can help change that.

United Way is working every day to advance health, expand opportunities for youth, help families achieve economic stability, and build a more resilient community. Last year alone, with support from companies like ours, United Way helped **655,482 people** access critical resources in our community. And this year, we have the opportunity to help reach even more.

We’ve set a goal of raising **[##]. When you give to United Way,** every dollar is amplified to nearly $2 of impact in your community. Your support helps fuel real solutions—whether that’s providing safe afterschool programs, ensuring families have access to healthy food, or connecting people to financial support.

Please join me in making an impact. You can follow these quick steps to sign in and make your pledge:

1. Navigate to our giving page: **[LINK]**
2. Enter your work email address.
	* If you have used the site in previous years, you should be taken to a page to enter your password. Click Login and you will be logged in to the site.
	* If you are new to the site:
	* Enter your work email as the username and business email.
	* Enter in your desired password.
	* Click Sign Up.

UNITED, we can build a community where everyone thrives.

Thank you,

**[SIGNATURE]**

**Email 2 – Campaign Kickoff**

**Send Date:**(*send the morning the campaign begins)*
**Subject:** *Our United Way campaign starts today!*

**Body:**

**[FIRST NAME]**,

**[COMPANY NAME]** is proud to partner with United Way of Greater Knoxville. Today is one of our favorite days of the year—our annual United Way campaign kickoff! Get ready for **[##]** days of fun and impact!

Throughout this campaign, we’ll focus on how UNITED, we can build a community where everyone thrives.

As a community, we Live United to ensure that students go to school with full backpacks and full bellies—ready to learn and grow. And we work to help families put food on their tables today, as well as get the support and guidance they need to become financially stable.

United Way is uniquely positioned to put resources where they’re needed most, making dollars go further toward solving our community’s most pressing issues—like lack of affordable childcare, accessible food, and healthcare. In the past year, United Way has helped **655,482 people** through their grant-funded partners. But it's not possible without your help.

**[CLICK HERE] to visit our team’s campaign website**. There, you can learn more about what United Way does and make your pledge to improve outcomes for individuals and families across our region.

Thank you for your consideration. We’ve set a goal of raising **[##]. When you give to United Way,** every dollar is amplified to nearly $2 of impact in your community. Join me today and help UNITE to build a brighter future for our community!

Please follow these quick steps to sign in and make your pledge:

1. Navigate to our giving page: **[LINK]**
2. Enter your work email address.
	* If you have used the site in previous years, you should be taken to a page to enter your password. Click Login and you will be logged in to the site.
	* If you are new to the site:
	* Enter your work email as the username and business email.
	* Enter in your desired password.
	* Click Sign Up.

Thank you for your consideration. Let’s support this great cause!

**[SIGNATURE]**

**Email 3 – Reminder**

**Send Date:***(send a few days to one week after campaign begins to employees who have not given)*
**Subject:** *It’s not too late!*

**Body:**

**[FIRST NAME]**,

At **[COMPANY NAME],** we Live United. That’s why we team up with United Way of Greater Knoxville every year. United Way works to advance our community so that all households are stable and every child can thrive.

In every community in our region, there are individuals and families that struggle to meet their basic needs. Individuals like LaShae, who ran out of financial aid options in her final semester of school and worried she would need to drop out. She got connected to United Way’s East Tennessee Collaborative (ETC) program, which provided financial support to help her finish her degree.

“I am truly grateful for the ETC program and everything it has provided for me and my family,” shared LaShae. “I don’t think I can stress that enough. Without the program’s support, I wouldn’t have made it where I am today.”

For the **39% of families** struggling to make ends meet in Knox County, these small setbacks can put them dangerously close to real crisis, and situations can quickly spiral.

United Way is there when members of our community need them most. But they can’t do it without your support.

Our campaign is quickly coming to a close. We need to raise **[##**] more to meet our goal of **[##]** . Will you give today to make a difference in our region?

UNITED, we can help all families thrive in our region.

Will you join us today? Please take a moment to make your gift. Follow these quick steps to sign in and make your pledge:

1. Navigate to our giving page: **[LINK]**
2. Enter your work email address.
	* If you have used the site in previous years, you should be taken to a page to enter your password. Click Login and you will be logged in to the site.
	* If you are new to the site:
	* Enter your work email as the username and business email.
	* Enter in your desired password.
	* Click Sign Up.

**[SIGNATURE]**

**Email 4 – Last Chance**

**Send Date:***(final day of campaign to employees who have not given)*
**Subject:** *LAST CHANCE: Please join us*

**Body:**

**[FIRST NAME]**,

It’s not too late to change lives!

Our United Way of Greater Knoxville campaign ends today. The generosity of **[COMPANY NAME]** employees during this campaign has been inspirational. Will you join your colleagues today and help us make an even bigger impact? UNITED, we can build brighter futures.

United Way works to ensure all households are stable and every child can thrive. But they can’t do it alone. United Way supporters like you provide the power the organization needs to continue making an impact for individuals and families.

Every single dollar makes a difference in our community, helping families right here in Greater Knoxville afford basic needs and prepare their children for school. Your support helps people like Nataya, who needed help purchasing a reliable to vehicle to get to work and provide for her family.

Your gift helps equip more people like Nataya with the resources they need to build a brighter future.

United Way can’t do it without the support of **[COMPANY NAME]**. Please consider making a gift before our campaign ends. Please follow these quick steps to sign in and make your pledge:

1. Navigate to our giving page: **[LINK]**
2. Enter your work email address.
	* If you have used the site in previous years, you should be taken to a page to enter your password. Click Login and you will be logged in to the site.
	* If you are new to the site:
	* Enter your work email as the username and business email.
	* Enter in your desired password.
	* Click Sign Up.

Thank you,

**[SIGNATURE]**

**Email 5 – Thank You**

**Send Date:***(day after your campaign closes)*
**Subject:** *Thank you for making a difference in Greater Knoxville!*

**Body:**

**[FIRST NAME]**,

Because of you, our community is stronger. Thank you for supporting **[COMPANY NAME]**’s annual United Way of Greater Knoxville campaign and for being part of this effort to build a community where everyone can thrive.

Your generosity helps fuel real solutions—ensuring families have access to fresh, healthy food, connecting students with after-school programs, expanding economic opportunities, and strengthening the overall resilience of our community.

Your gift is more than a donation—it’s hope, opportunity, and a step toward lasting change.

Thank you for being part of this work. We’re grateful for your support and commitment to building a brighter future for Knoxville.

Warm regards,

**[SIGNATURE]**