

Email Headers and Images can be found in the Workplace Giving Toolkit.

Phase 1: Welcome

Email 1a: Campaign Kick-off from United Way

From: Kelly O'Lague, President and CEO // United Way of the Columbia-Willamette

Audience: All company employees

Subject Line: United is the Way to change lives in Portland and Southwest Washington.

Email Body:

[NAME],

Today, so many of our neighbors in the Portland area are working hard to overcome barriers and get ahead.

Somewhere in our community:

- A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, prescriptions, and housing.
- A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast this morning.
- A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career.

But they're not alone. Together with our community-serving partners and supporters like you, we can connect people to the opportunities they need to reach their full potential and make Portland a place where everyone can thrive.

Donate today and join us in creating more thriving communities for all. No challenge is too big for us to take on if we work together.

Because, United is the Way we build a better home.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

Kelly O'Lague
President and CEO // United Way of the Columbia-Willamette

Email 1b: Company CEO Welcome

From: Company CEO, Leader, or Employee Campaign Chair's first and last name

Audience: All company employees

Subject Line: [COMPANY NAME] Team, please join me in supporting our neighbors in Clackamas, Clark, Multnomah, and Washington Counties

Email Body:

[COMPANY REPRESENTATIVE NAME],

At [COMPANY NAME], we believe in giving back to the communities where we live and work. That's why I'm proud to support our friends at United Way of the Columbia-Willamette – and I'm inviting you to join me.

Every day, United Way – with the support of community-minded partners, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive, including:

- Access to early education that helps children and families build a future together.
- Housing stability that is more than just a one time support. Building sustainability and opening up generational wealth to those who have been previously excluded such opportunities.
- Thousands of books are distributed to even more children in our area through their partnership with Dolly Parton's Imagination Library.
- Emergency preparedness and disaster recovery efforts to ensure that our community stays connected, strong, and resilient, no matter what challenges we may face. United Way of the Columbia-Willamette emphasizes the importance of connectedness through their Disaster Resilience Learning Network, which invites leaders from across the state to share a seat at the decision making table.

Please consider making a one-time or recurring gift to support this powerful work and send a message of solidarity and compassion to our neighbors most in need.

Together, we can make a transformative impact in our community. United is the Way toward more resilient communities.

Donate today at <https://donate.unitedway-pdx.org/p/give>, support their early literacy work directly at <https://donate.unitedway-pdx.org/p/dolly-partons-imagination-library>, or give back directly to your neighbors by finding a volunteer event near you through United Way of the Columbia-Willamette's Hands On Greater Portland team at [Hands On Greater Portland](#).

Thank you in advance for your generous support.

Sincerely,

[COMPANY REPRESENTATIVE NAME]

Phase 2: Why United Way?

Email 2: Our Value-Add

From: Company CEO, Leader, or ECL

Audience: All company employees

Subject Line: What makes change in the Portland area possible? People like you!

Email Body:

[NAME],

For over 100 years, United Way of the Columbia-Willamette has focused on harnessing the caring power of our community to help ensure that everyone can thrive. While the needs in Portland are great, and the challenges are sometimes daunting, the team at United Way has the privilege of seeing the very best that our community is capable of.

There's nothing more powerful than a group of people united to do good. Last year alone, with the help of partners, volunteers, and donors like you, United Way of the Columbia-Willamette was able to:

- Help more than 2.5 million people access health care services
- Provide nearly 2 million young people with out-of-school time programs and enrichment opportunities
- Reach 1.7 million adults with financial education and services
- Support nearly 1.3 million people with housing
- Provide emergency assistance to nearly 2.8 million people impacted by crisis, disaster, or conflict

And we're not stopping there. Your support can help us continue tackling the biggest problems in Portland. No challenge is too big for us to take on if we work together. Because when people unite to take action, transformational change is possible.

United is the Way we transform our region.

Give today and join us in creating more thriving communities for all.

BUTTON TEXT: Give Today [<https://donate.unitedway-pdx.org/p/give>]

Sincerely,

[COMPANY REPRESENTATIVE NAME]

Phase 3: Reminders

Email 3a: First Reminder – United Way's Impact

From: Company CEO, Leader, or ECL

Audience: All company employees

Subject Line: What is United Way doing for the Portland community?

Email Body:

[NAME],

Whether you're new to United Way of the Columbia-Willamette or you've been creating impact with us for years, we want you consider yourself part of our caring community of hand-raisers, problem-solvers, and changemakers.

At United Way, we believe that everyone who lives and works in Portland and our surrounding area deserves the opportunity to thrive. Together with you and all our partners at [COMPANY NAME], United Way mobilizes the caring power of everyday people to create transformational change here in Portland.

Day in and day out, United Way of the Columbia-Willamette leads programs that meet the most urgent needs in our community. We're proud of all we've accomplished together on behalf of the individuals and families that call Portland home:

- We've kept over 3,000 families housed through our Eviction Legal Defense work, ensuring that they keep building resilience and avoid the trauma of facing an unfair eviction without the representation they deserve.
- We've helped deploy nearly \$400,000 in community grants in Clark County, and helped individuals save over \$400,000 through matching funds in Individual Development Accounts.
- We've facilitated \$10M in funding to over 60 frontline housing service providers in Multnomah County
- We've sent tens of thousands of free books to families across Clackamas, Multnomah, and Washington counties through the Dolly Parton Imagination Library.

If you've already made a one-time or recurring gift this year, **thank you** for being part of our community-led movement for good. If you haven't, we hope you'll consider giving by the **[DATE]** campaign deadline.

A better future is possible when we work together to achieve it. United is the Way we can make Portland a community where everyone has the chance to thrive.

BUTTON TEXT: Give Today [<https://donate.unitedway-pdx.org/p/give>]

Sincerely,

[COMPANY REPRESENTATIVE NAME]

Email 3b: Second Reminder – Our Shared Impact

From: **Company Representative**

Audience: All company employees

Subject Line: **[COMPANY NAME]** and United Way are uniting to change lives

Email Body:

[NAME],

We want to take a moment to celebrate how United Way of the Columbia-Willamette and **[COMPANY NAME]** are partnering to change lives in our community.

Thanks to **[COMPANY NAME]**'s leadership, and supporters like you...

[This email should be tailored to your company's relationship with our United Way. We suggest:

- Highlight the number of years the company has been partnering with United Way
- Highlight the impact the company has had during any volunteer events and the value of employee volunteerism to your community. Add photos, if you have any.
- Does the company have a number of hours of volunteerism to celebrate?]

Let's build on **[COMPANY NAME]**'s legacy to do even more. Join us in creating more thriving communities for all.

United is the Way we can make Portland a community where everyone has the chance to thrive.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

[COMPANY REPRESENTATIVE NAME]

Email 3c: Third Reminder – Final Call with Beneficiary Testimonial

From: Company CEO, Leader, or ECL

Audience: All company employees

Subject Line: One last chance to give by [DATE], and a message from a United Way Eviction Support Recipient

[NAME],

[DATE] will be the last day for the 2025 [COMPANY NAME] United is the Way employee giving campaign. If you've been too busy with work and life to consider giving yet – or perhaps just aren't feeling sure about how your gift would make a real change in someone's life, I wanted to share this short reflection with you. It comes from Tim Robinson, a recipient of our Eviction Legal Defense program who was able to fight his eviction alongside a lawyer and receive funds to cover past due rent. Thanks to our team and the lawyers we work with, Tim was able to stay housed and start working on his next entrepreneurial venture:

"I'm thankful I have a place to live. I'm thankful there wasn't an eviction. And now I'm really rebuilding from the bottom. After all of this, I think most people would give up and try something different. But I'm going to keep pounding away at it. Because I know how this should work, but it's not working right. So I'm going to keep at it, keep working, keep coming up with ideas until I get what I need. But, ya, let's get after it!" Tim said.

On behalf of countless neighbors with stories just like Tim's, thank you for the life-changing impact you are helping to create.

United is the Way we can continue making our community a place where everyone can thrive.

BUTTON TEXT: Give By [DATE] [<https://donate.unitedway-pdx.org/p/give>]

Sincerely,

[COMPANY REPRESENTATIVE NAME]

Phase 4: Thank You

Email 4a: General Thank You to All Employees

From: Kelly O'Lague, President and CEO // United Way of the Columbia-Willamette

Audience: All company employees

Subject Line: [COMPANY NAME], thank you for your impact!

Email Body:

Dear [NAME],

Join me in celebrating the success of the 2025 [COMPANY NAME] United is the Way employee giving campaign.

I'm thrilled to report...

[Customize your overview impact remarks. Specific metrics are suggested below.]

- [COMPANY NAME] employees gave \$ [DOLLARS PLEDGED] to United Way of the Columbia-Willamette
- [PARTICIPATION RATE%] of [COMPANY NAME] Employees gave to United Way of the Columbia-Willamette
- [NUMBER OF DONORS] of [COMPANY NAME] employees gave to United Way of the Columbia-Willamette
- [Company Name] employees contributed more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.

Let's continue changing lives and transforming communities in Portland! United is the Way.

Sincerely,

Kelly O'Lague
President and CEO // United Way of the Columbia-Willamette