**2024-25 Campaign**

**5-to-10 Day Email Templates**

**Instructions:**

*Thank you for running a workplace campaign benefitting Great Rivers United Way. Please use the following emails to help your colleagues learn about Great Rivers United Way and encourage them to get involved in your company’s workplace campaign.*

***We suggest communicating campaign dates, activities, and additional logistics prior to sending these emails, or at the bottom of your signature, so your team is aware of the campaign and how they can participate.*** *These emails are a tool to help encourage participation but work best in tandem with other campaign best practices.*

***Please note****: These emails contain links to YouTube and/or Great Rivers United Way’s website, www.gruw.org. If your company blocks either of these sites, the links will not work.*

**How to use these templates:**

1. Decide how many of these templates you would like to use. For a 5-day email campaign, we suggest using emails #1 and #10, plus three other templates of your choosing. For a 10-day email campaign, use all 10 templates.
2. Copy and paste the “Email Subject” into the subject line of a new email.
3. Copy and paste the text below the “Email Subject” into the body of this new email.
4. Fill in the highlighted field(s) in the body of the email.
5. Insert your company’s “Donation Instructions” in the highlighted field at the bottom of the email. Please reach out to Tim for guidance if needed.
6. Send to all employees.
7. Repeat each day of your workplace campaign (10 days/2 business weeks). If your workplace campaign will last more than two business weeks, adjust accordingly.

If you have any questions or concerns, please contact:

Tim Medinger  
Campaign Coordinator  
[tmedinger@gruw.org](mailto:tmedinger@gruw.org)   
(608) 796-1400, ext. 112

**Day 1**

EMAIL SUBJECT: You make a difference

Did you know that Great Rivers United Way funded services are utilized once every 39 seconds?

This doesn’t happen without you – for 75 years now, our community’s support collectively allows Great Rivers United Way to fund programs to help those in need.

With the many and varied challenges our neighbors, colleagues, and friends face – where does someone who wants to make a financial contribution begin?

Do you focus on giving to food, shelter, and safety?

Or, how about supporting those who struggle with their mental wellbeing?

Or, do you make a single gift to Great Rivers United Way, helping everyone above, plus thousands more?

Your gift to Great Rivers United Way’s Community Investment Fund through Company X’s workplace campaign ensures that your donation is invested where the need is greatest. Donations are monitored to ensure programs are effective, meet current community needs, and are financially stable and sustainable.

It’s simple: a gift to Great Rivers United Way is the single most powerful way to make a difference in our community.

Last year, Great Rivers United Way funded services were utilized more than 811,000 times throughout the Coulee Region. Over the next few days, I’ll share incredible stories about how donations to Great Rivers United Way are changing lives right here in our community.

Sincerely,

CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

**Day 2**

EMAIL SUBJECT: A day in the life

How do you start your day? Do you worry about transportation to get where you need to go? Have you ever stressed about who is going to care for your children while you’re at work? Did you sleep well last night because you had shelter?

We all live different lives and face various barriers throughout the day. Donations to Great Rivers United Way help local people access resources to better their life, no matter their background or challenges.

Donations to Great Rivers United Way cast a wide net, supporting our region’s top needs. Whether that’s helping a senior receive a hot meal, providing a safe space for teens seeking support, or answering a crisis call for someone escaping domestic violence. Learn more about how your donation impacts community members all day, every day at: <https://www.gruw.org/adayinthelife>.

**You truly can help make a difference to the lives of many. Together, we can have a BIG impact.**

Thank you,  
CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks work before sending, or attach “Day in the Life” PDF from our online Campaign Center:* [*https://www.gruw.org/adayinthelife*](https://www.gruw.org/adayinthelife)*.*

**Day 3 -**

EMAIL SUBJECT: What your gifts do

Great Rivers United Way is mobilizing communities to action so all can thrive. But first, they do the research!

Compass Now is a review of community needs in the Great Rivers Region. It is a joint effort between Great Rivers United Way, area healthcare organizations, and county health departments, with the goal of improving quality of life for everyone in our community.

The Compass Now Report shares data collected through a community survey, focus groups, an extensive review of socio-economic indicators, and an inventory of community resources. The purpose of the Compass Now Report is to serve as a reference tool and foundation for action plans that solve problems long term.

Great Rivers United Way uses the Compass Now Report to determine where your gifts will be best utilized. Eighty-three percent of 2024 Compass survey respondents reported being either very or moderately concerned about mental health in our community. Based on this feedback, and data to back it up, Great Rivers United Way is using your generous gifts to focus on mental wellbeing, as well as continued support of basic needs like food, shelter, and safety.

The value of your payroll deduction donations, when added in with others here at Company name, plus those from our greater community, do big things collectively. To see examples of what gifts of $1, $2, $5, and $10 a week can impact, check out <https://www.gruw.org/dollarsdo>.

When we give to Great Rivers United Way, we commit to improving our community’s mental wellbeing by supporting local resources that result in healthy beginnings, strong families, and connected seniors, while removing barriers to basic needs.

**Thank you for joining me in ensuring our community supports all who live here.**

Sincerely,

CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks works before sending, or attach “What Your Dollars Can Do” PDF from our online Campaign Center:* [*https://www.gruw.org/dollarsdo*](https://www.gruw.org/dollarsdo)*.*

**Day 4**

EMAIL SUBJECT: Help a child on the road to success

Your donation to Great Rivers United Way helps ensure every student in our community has what they need to succeed.

Read to Success is a third grade reading program facilitated by Great Rivers United Way. The program is currently offered in several schools throughout Great Rivers United Way’s eight-county service region, and more than 70 students participate.

Designed with the educational needs of third graders in mind, Read to Success pairs adult volunteers with young learners for improved reading scores and so much more.

Studies show that children first *learn to read*, and only then can they *read to learn*.

Reading is a foundational skill directly tied to future academic and adult success, and third grade is a pivotal time for learning in this area. For this reason, Read to Success tutors are making a lifelong impact on local children.

Your donation to United Way supports Read to Success in Black River Falls, La Crosse, Onalaska, Prairie du Chien, Sparta, Tomah, and West Salem. In fact, just $25 covers the cost of tutoring supplies for an entire school year for one volunteer tutor and their student(s).

Learn more about Read to Success and how you can get involved as a volunteer at <https://www.gruw.org/readtosuccess>.

**You can help Great Rivers United Way create healthy beginnings. Please donate now!**

Thank you,   
CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks works before sending. Access Read to Success here:* [*https://www.gruw.org/readtosuccess*](https://www.gruw.org/readtosuccess)*.*

**Day 5**

EMAIL SUBJECT: Support a healthy and socially-connected community

Great Rivers United Way works to advance the common good to create opportunities for a better life for all individuals in our eight-county service region. When it comes to the mental wellbeing of our community, Great Rivers United Way is working to ensure all residents have access to the services they need to be mentally well.

According to the National Alliance on Mental Illness (NAMI), more than 859,000 Wisconsin residents live with a mental health condition. This year, Great Rivers United Way is investing in programs to improve the mental wellbeing of the communities it serves.

When it comes to the next generation, NAMI notes that one in six youth ages six to 17 face mental health challenges, and 70,000 Wisconsin youth ages 12 to 17 have depression.

Whether you’ve utilized these programs in the past or know someone who does or needs them, Great Rivers United Way is in our community to ensure everyone has access to the resources they need to stay healthy and thrive.

**Please join me in donating to Great Rivers United Way**. **We all win when we Live United.**

Sincerely,  
CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

**Day 6**

EMAIL SUBJECT: Advancing the common good

It’s simple: every dollar you give to Great Rivers United Way stretches further than a dollar given to a single cause or nonprofit agency.

It’s true! Your single donation helps address our community’s most pressing needs.

Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Advancing the common good is less about helping one person at a time and more about changing systems to help us all.

We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable, and when people are healthy.

Great Rivers United Way’s goal is to create long-lasting changes in the Coulee Region by addressing the underlying causes of these problems. Living United means being a part of the change. It takes everyone in our community, working together to create a brighter future.

**Join me in making the biggest possible difference in our community with a gift to Great Rivers United Way**.

Thank you,  
CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

**Day 7**

EMAIL SUBJECT: Who is ALICE?

**ALICE** is an acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE represents households with an income above the Federal Poverty Level but below the basic cost of living. The ALICE Report provides current research-based data that quantifies who in Wisconsin is living on the edge of financial insecurity. Great Rivers United Way uses the ALICE Report to raise awareness and create lasting change to improve lives and strengthen local communities.

According to the most recent ALICE Report, 11% of Wisconsin households earned below the Federal Poverty Level, and 23% were ALICE households that earned above the FPL but not enough to afford the basics in the communities where they live. In total, one in three households Great Rivers United Way serves are below the ALICE Threshold.

Your support of Great Rivers United Way helps improve access to living-wage employment and decreases the number of households in financial crisis.

You can access the most recent ALICE Report, “ALICE in the Crosscurrents,” at <https://www.unitedforalice.org/wisconsin>.

**You truly can help make a difference to the lives of many. Together, we can have a BIG impact.**

Sincerely,

CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks works before sending. Access ALICE here:* [*https://www.unitedforalice.org/wisconsin*](https://www.unitedforalice.org/wisconsin)

**Day 8**

EMAIL SUBJECT: Meet Tessa & Lilly

Lilly is a spunky nine-year old growing up in La Crosse. Knowing that her daughter would benefit from having another positive role model in her life, Lilly’s single mom, Monica, signed her up for mentoring program Big Brothers Big Sisters. That’s how Little Sister Lilly met Big Sister Tessa.

According to our most recent Compass Report, a community needs assessment covering the Coulee Region, nearly half of middle- and high-schoolers are feeling like they don’t belong in school. In 2023, 3,067 school-aged youth participated in school and community-based out-of-school programs, and received individualized supports through GRUW funding.

The relationships formed via this programing have a positive impact on mental wellbeing. According to Big Brothers Big Sisters of America, 91% of Littles feel a strong sense of belonging among peers and reported feeling listened to when bringing problems to their Big. And it’s not just Littles who benefit!

Since being matched, those around Tessa and Lilly have seen them both come out of their shells. Lilly is curious and kind, and the time they spend together exploring their shared interests is a chance for Tessa to temporarily forget about the things that might be going wrong in her life and instead focus on making a difference in Lilly’s.

[Learn more about Tessa and Lilly’s match](https://www.gruw.org/tessaandlilly) (pdf).

Mentoring is just one of the local resources you invest in with your gift to Great Rivers United Way. From financial counseling that builds savings and reduces stress, to a hot meal (and a smile) delivered to a senior, you’re supporting local resources that foster mental wellbeing so all members of our community can thrive.

**Thank you for joining me in supporting all who live here.**

Sincerely,

CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks work before sending, or attach “Tessa & Lilly’s story” PDF from our online Campaign Center:* [*https://www.gruw.org/tessaandlilly*](https://www.gruw.org/tessaandlilly)*.*

**Day 9**

EMAIL SUBJECT: What happens to my donation?

It’s a common question, and you, as the donor, deserve to know! So, where does your money go when you give to Great Rivers United Way?

Your donation to Great Rivers United Way goes on a journey to find the best home, leveraging and maximizing each dollar’s impact.

First and foremost, your dollar stays local. Money raised here stays here in the Coulee Region.

A donor – like you – contributes to Great Rivers United Way. Individual donations are then complied and leveraged to maximize impact. Meanwhile, local nonprofits submit applications for these funds.

After the application date closes, community volunteers read and rate the grants received, ultimately deciding which will receiving funding. After these grants are awarded, Great Rivers United Way continues to monitor funding usage on your behalf, so you can feel confident in your investment.

There’s a visual for this donation journey – check it out: <https://www.gruw.org/whathappens>.

In 2025, programs will use this funding to help Great Rivers United Way foster mental wellbeing in our community, as well as meet basic needs such as food, shelter, and safety.

**Join me in donating to United Way, and help ensure that every person in our community can succeed.**

Sincerely,  
CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks works before sending, or attach “What happens to my donation?” PDF from our online Campaign Center:* [*https://www.gruw.org/whathappens*](https://www.gruw.org/whathappens)*.*

**Day 10**

EMAIL SUBJECT: Final day! Your donation to Great Rivers United Way changes lives.

Team,

Today is the last day of our Great Rivers United Way workplace campaign!

To those who have already donated, thank you for supporting lasting change in our community. For those who have not yet made their contribution, there’s still time! We’re asking everyone to please consider making a donation, no matter how big or small, to help ensure everyone in our community has access to the resources they need.

Donating to Great Rivers United Way is an easy and powerful way to change lives.

Still wondering why you should give to Great Rivers United Way?

* **Your donations stay local.** Great Rivers United Way invests in programs and initiatives right here in the Coulee Region. Last year, GRUW funded services were utilized more than 811,000 times.
* **Your donations are efficient.** Your donations are leveraged with others to make one large pool of funds that helps meet our community’s most pressing needs. GRUW researches these needs a publishes results every three years in the Compass Now Report, available online at: <https://www.compassnow.org>.
* **Your donations are effective.** Every 39 seconds, someone in our region benefits from a program that receives funding from Great Rivers United Way. Great RiversUnited Way invests in nonprofit programs that create lasting change while being held accountable. The results are measurable, sustainable, and meet current community needs.

**Will you join me in Living United?**

Thank you,

CEO or Employee Campaign Coordinator Name

*Insert donation instructions. For example: link to “Pledge here.”*

*Please ensure all hyperlinks works before sending. Access Compass Report here: https://www.compassnow.org.*