

## Sample Communications

Communicating is key to the success of any workplace campaign. As a campaign volunteer, it’s your responsibility to make sure appropriate messages are being delivered to targeted audiences in a timely manner.

To help with message continuity and to assist with your communication strategies, a series of sample templates have been prepared. Feel free to adapt these templates for your workplace for maximum impact.

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**Alberta Capital Region**  
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## Sample Campaign Endorsement Memo

*(Can also be sent as an e-mail message)*

To: The Employees of [organization name]  
From: [CEO/Union President name(s)]  
Date:  
Re: **2011 United Way Campaign**

Each year, our organization asks employees to support United Way of the Alberta Capital Region. We do this because of the confidence we have in United Way's ability to make a real and lasting difference in our community. United Way's research, expert staff and experienced volunteers ensure donor dollars are invested where they will have the greatest impact, improving lives and strengthening our community as a whole.

As in previous years, we believe that the only effective way to find solutions to community problems is by working together. United Way of the Alberta Capital Region is the only organization that provides core operating support to agencies, partnerships and initiatives that deliver vital social services to thousands of people throughout our community.

We at [organization name] are very proud of our United Way track record. Last year, we raised a total of [\$ amount] and we hope to exceed that amount in 2011. To do this, we need your support. When you receive your United Way pledge form and information brochure I urge you to review it carefully, complete it promptly and speak to your canvasser if you have any questions.

Thank you for your support.



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## **Sample Campaign Endorsement Memo Joint Union/Management Campaign**

*(Can also be sent as an e-mail message)*

To: The Employees of [organization name]

From: [CEO/Union President name(s)]

Date:

Re: **2011 United Way Campaign**

Each year, our organization asks employees to support United Way of the Alberta Capital Region. We do this because of the confidence we have in United Way's ability to make a real and lasting difference in our community. United Way's research, expert staff and experienced volunteers ensure donor dollars are invested where they will have the greatest impact, improving lives and strengthening our community as a whole

As in previous years, we support a joint union/management approach to the campaign because we believe that the only effective way to find solutions to community problems is by working together. United Way of the Alberta Capital Region is the only organization that provides core operating support to agencies, partnerships and initiatives that deliver vital social services to thousands of people throughout the Capital Region. All United Way agencies, partnerships and initiatives are reviewed on a regular basis to ensure donor dollars are spent efficiently and effectively.

We at [organization name] are very proud of our United Way track record. Last year, we raised a total of [\$ amount] and we hope to exceed that amount in 2011. To do this, we need your support. When you receive your United Way pledge form and information brochure I urge you to review it carefully, complete it promptly and speak to your canvasser if you have any questions.

Thank you for your support.

(For unionized workplaces —you may wish to add logos of the unions involved in the workplace campaign to the letter as well.)



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## Sample Leaders of the Way Campaign CEO Endorsement

To: The Employees of [organization name]  
From: [CEO/Union President name(s)]  
Date:  
Re: **2011 United Way Campaign**

Dear [Employee's Name]:

I am pleased to announce the beginning of our United Way Campaign. [organization name] wholeheartedly supports the campaign each year as we believe the United Way provides us with an effective way to invest in our community, reaching those who are most in need.

At [organization's name], we care about the community where we live and work. In addition to [name of ECC] leading our overall campaign efforts this year, we will also be putting an emphasis on the United Way's Leaders of the Way Program. The Leadership Program, through the dedication and generosity of employees, provides a strong foundation each year for the United Way of the Alberta Capital Region.

The economy is showing signs of recovery, especially in Alberta. However, thousands of people who need help depend on the community services supported by United Way. These vital services help children and youth at risk, the disabled, the elderly, troubled families and people who face unexpected problems or require professional help to meet basic human needs.

Our Leaders of the Way campaign will be led by [Leadership Giving Coordinator's name]. Please consider participating at the Leadership Giving Level with a donation of \$1,000 or more. If you are already a Leadership Donor, please consider increasing your gift this year. By supporting the United Way of the Alberta Capital Region as a Leader of the Way, you will be following the proud tradition of other community leaders who find the Alberta Capital Region as a very worthy place of significant personal investment.

Please give serious consideration to this opportunity to be a part of something that helps so many. When one of our United Way representatives approaches you to ask for a contribution, please be generous.

Thank you for your leadership, and please join me in this important community wide effort. United Way is the best opportunity we have to provide immediate resources to those in need by investing in these initiatives that keep our community strong and healthy.



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## Sample Retiree Letter

Dear [retiree's name]

All employees, both current and retired, should be proud of our organization's tradition of supporting United Way. It has always been a great source of pride to me.

When you give to United Way's Community Impact Fund, you give United Way the flexibility to focus funding where it will have the greatest impact. Every day with your help, United Way agencies, partnerships and initiatives across our city assist many people by providing after-school programs to youth at risk, lunch programs for young children who would otherwise go hungry, homecare to frail seniors so they can live independently at home, shelter to women escaping abuse, employment training to newcomers and much, much more.

Many of you volunteer your time to the community because it's important to you. I volunteered to head up this year's campaign for retired employees because I truly believe that supporting United Way is one way we can truly make a difference in other people's lives.

Help make our community a better place for everyone. Please complete the enclosed pledge form and return it in the envelope provided.

If you have any questions, please call me at [phone number] or e-mail me at [e-mail address]. I would be delighted to answer any questions you may have. I hope you will give this request careful consideration. On behalf of the 2011 [organization's name] United Way Campaign Committee, I thank you.

Thank you for your help.

Sincerely

[name] Retiree Chair



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## Sample Ask – With Leadership Request

*(Can also be sent as an e-mail message)*

To: The Employees of [organization name]  
From: [CEO/Union President name(s)]  
Date:  
Re: **2011 United Way Campaign**

Dear [Employee's Name]:

This year, as we cast a hopeful eye toward a full economic recovery, we are reminded of the many uncertainties ahead. Too many people in our community still need help. As social assistance benefits run out and people still can't find work, we're beginning to see signs of deeper distress like chronic hunger, long-term homelessness and rising domestic violence.

United Way helps a broad network of health and social service agencies deliver vital services. Hard at work every day, they understand how to meet urgent needs in the local community. Your commitment to United Way provides core funding to these agencies, giving them the flexibility to respond effectively and ensuring that your support gets to where it's needed most.

That is why your Leadership gift of \$1,000 or more to United Way is so important to our community's health and well being. With your help, we can continue to support these crucial community agencies while also addressing the complex social issues facing our changing city.

We can also continue to invest in the foundations of our community – strengthening neighbourhoods, helping newcomers settle and integrate, creating opportunity for youth and support for families and children.

Please help us create positive, lasting change and show that united, we can build a better future for all.

Change starts here. Change starts with us.



## Sample Ask – (Without Leadership Ask)

To: The Employees of [organization name]

From: [Employee Campaign Chair]

Date:

Re: **2011 United Way Campaign**

Dear [Employee's Name]:

This year, as we cast a hopeful eye toward a full economic recovery, we are reminded of the many uncertainties ahead. Too many people in our community still need help. As social assistance benefits run out and people still can't find work, we're beginning to see signs of deeper distress like chronic hunger, long-term homelessness and rising domestic violence.

United Way helps a broad network of community initiatives deliver vital services. Hard at work every day, they understand how to meet urgent needs in the local community. Your commitment to United Way provides core funding to these initiatives, giving them the flexibility to respond effectively and ensuring that your support gets to where it's needed most.

That is why your gift to United Way is so important to our community's health and well being. With your help, we can continue to support these crucial community initiatives while also addressing the complex social issues facing our changing city.

We can also continue to invest in the foundations of our community – strengthening neighbourhoods, helping newcomers settle and integrate, creating opportunity for youth and support for families and children.

Please help us create positive, lasting change and show that united, we can build a better future for all.

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## Sample Campaign Update Memo from ECC and Committee

*(Can also be sent as an e-mail message)*

To: All Employees  
From: [ECC name] and 2011 United Way Campaign Committee  
Date:  
Re: **2011 United Way Campaign Results**

We are pleased to announce that our 2011 United Way of the Alberta Capital Region campaign has successfully raised \$XX,XXX to date or XX.X% of our total goal of \$XX,XXX. We thank everyone who has generously donated so far. Your gift will help make a difference in the lives of many.

If you have yet to complete your pledge form, we kindly ask that you consider the impact your generosity would have on the people who depend on United Way programs and services across our community. Please take the time to fill out your pledge form soon and return it to your canvasser. Thank you for your support.

Change starts with us.

Thank you.



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## Sample Campaign Wrap-up CEO

To: The Employees of [organization name]  
From: [CEO/Union President name(s)]  
Date:  
Re: **2011 United Way Campaign**

At the close of this year's campaign I want to express my personal thanks to all of those who responded so generously to the campaign through their volunteer efforts and financial gifts.

Thanks to your commitment and dedication, our organization has once again implemented a successful campaign, raising \$AMOUNT to date. These gifts go a long way toward meeting social needs in our region, supporting the work of United Way.

Thanks to your support, United Way will be able to continue to support essential programs and services in our region. Your generosity is truly building a brighter future!

Through our collective action, lives in our community will truly be changed.