

SUGGESTED CEO SUPPORT LETTER TO EMPLOYEES

Dear Colleagues,

We all need help sometimes. United Way of Rhode Island (UWRI) *helps* people.

With that, I am pleased to announce our support for UWRI's 2015 Campaign, and encourage you to help your fellow Rhode Islanders.

A little bit about UWRI: They're Rhode Islanders – it's all very local. Their programs touched 197,000 people last year and they have results – real, tangible results –if you want to know more.

And, if that's not enough, would it help to know that all of their fundraising costs are covered by a trust? UWRI donors can be confident that their gifts go directly to people and programs in need.

[INSERT IF COMPANY OFFERS MATCH] We will match every dollar donated by our employees, doubling the impact we can make in the community where we work and live.

This year, [INSERT NAME OF CAMPAIGN LEADER] will coordinate our campaign. [INSERT TIMEFRAME, GOALS, INCENTIVES, AND/OR ACTIVITIES]. Feel free to contact [HIM/HER] with any questions.

United Way helps people. And, because they can't do it alone, they need *your* help.

I hope that you will join me in making a gift to United Way of Rhode Island's Community Impact Fund.

Together, we are changing lives and strengthening our community.

Sincerely,

NAME

TITLE

#iHELP

SUGGESTED CAMPAIGN LEADER MID-CAMPAIGN REMINDER LETTER OR EMAIL

Hi, All,

Thank you to everyone who has made a gift already to United Way of Rhode Island! And if you haven't been able to yet, there's still time! When we come together around the common goal of helping people in the same communities where we all live and work, we get results.

United Way of Rhode Island knows this, too.

They help kids fall in love with learning.

1,600 kids avoid summer learning loss through UWRI's Hasbro Summer Learning program, and another 1,800 attend high-quality afterschool programs and they have bold plans to expand.

They help adults see new possibilities and reach new career goals.

UWRI funds Rhode Island Resource Hub, a database of education training opportunities that helped 2,200 people in the last year.

They help families take care of the essentials.

90,000 families in Rhode Island are struggling to meet basic needs. United Way funded agencies are there to help with food, housing, childcare, and more.

They provide one place for everyone to call when they need help – 2-1-1.

2-1-1 takes 200,000 requests for help each year, connecting people to housing, food, childcare, healthcare, free tax preparation, services for aging parents, and more.

And these are just a small sample of their programs and reach across Rhode Island!

Join us. We can't do it alone.

Thank you for considering UWRI and if you have questions, please let me know. I'm here to help!

NAME

TITLE

United Way of Rhode Island Campaign Leader

#iHELP

SUGGESTED CAMPAIGN LEADER MID-CAMPAIGN SECOND REMINDER LETTER OR EMAIL

Hi, All,

Once again, thank you to everyone who has already helped Rhode Islanders through United Way of Rhode Island this year! There's still time to join us.

There are so many ways your gift to the United Way of Rhode Island Community Impact Fund can change lives. Every dollar donated helps.

- \$3 a week or \$156 could help a young family buy groceries
- \$5 a week or \$250 could send the UWRI 2-1-1 van to a community event
- \$12 a week or \$625 could help pay the heat and electricity for an elderly neighbor
- \$19 a week or \$1,000 could send one child to an amazing summer-learning program
- \$38 a week or \$2,000 could support job training for a young adult

See how every bit can make a difference? And, if that's not enough, UWRI donors can be confident that their gifts go directly to people and programs, as a trust covers 100% of our overhead.

Because we know that we all need help sometimes, we help people. And, because we can't do it alone, we need your help.

Thanks for considering a gift to UWRI and if you have questions, please let me know.

NAME

TITLE

United Way of Rhode Island Campaign Leader

#iHELP

SUGGESTED CEO POST-CAMPAIGN THANK YOU LETTER OR EMAIL

Dear Colleagues,

I want to personally thank each and every one of you who contributed to our United Way of Rhode Island workplace campaign. Together, we are changing lives and strengthening our community.

With your donation, UWRI will continue to help kids fall in love with learning, help adults see new possibilities and reach new career goals, help families take care of the essentials, and provide one number for everyone to call when they need help. Things that don't just improve someone's life, but change it.

We have raised more than [INSERT AMOUNT]. We couldn't have done it without your participation or [INSERT NAME OF CAMPAIGN LEADER AND PLANNING COMMITTEE]'s awesome work on this year's campaign.

UWRI has been asking Rhode Islanders around the state, "Why do you help?" Though I don't know your personal reasons, you have certainly paid it forward, given others hope, and shown how much you truly care about your community.

Thank you for your generosity and commitment to LIVE UNITED.

Sincerely,

NAME

TITLE

#iHELP