



UNITED WAY
Emerald Coast

UNITED WAY EMERALD COAST

WORKPLACE CAMPAIGN EMAIL & SOCIAL MEDIA TOOLKIT

KICKOFF CAMPAIGN:

SAMPLE EMAIL:

Suggested Subject: United For Change

(Company Name) is excited to partner with United Way Emerald Coast to host a presentation on **(date)** at **(time & location)**! With more than 65 years of experience helping people, United Way Emerald Coast's roots are deeply woven into Okaloosa and Walton counties, and we are so excited to combine our resources to improve the quality of life in our community.

United, we are helping families in the community thrive by providing access to healthcare, opportunities for students, and resources to support families in crisis. When you join forces with United Way Emerald Coast, you become part of a collaborative effort that supports local programs and addresses our most pressing challenges in the community.

We hope you join us this year, because when we are united, **we make changes possible.**

SAMPLE SOCIAL MEDIA POST:

Suggested Platforms: Instagram, Facebook, LinkedIn, & Twitter

Suggested Photo: Photo with employees wearing UWEC merchandise

Caption: **(Company Name)** and our employees are excited to partner with United Way Emerald Coast this year! We are so excited to combine our resources to improve the quality of life in our community. United, we are helping families in the community thrive by providing access to healthcare, opportunities for students, and resources to support families in crisis.

DURING CAMPAIGN:

SAMPLE EMAIL:

Suggested Subject: Creating a Collective Impact

United Way Emerald Coast increases the value of your giving by leveraging corporate and community partnerships for greater impact. UWEC's 54 local Partner Agencies may be able to access matching funds, volunteer support, and strengthen collaborations to stretch your donation even further! UWEC gathers data to assess the most critical needs in the community. Certified, local nonprofits receive funding, training, and collaboration to address our community's greatest needs. As needs arise UWEC steps in to fill service gaps with programs and initiatives like Stamp Out Hunger, Ride United, and so much more!

Your contribution works to help children be successful in school and families become financially stable. A donation of as little as \$20/month may ensure 12 local children are able to participate in quality afterschool programming. YOU can be the difference!

Please return your pledge card to **(NAME)** by **(DATE)** or make a gift online by visiting www.unitedway.org/donate

Suggested Subject: There is Still Time - Make a Difference!

Let's celebrate as we approach the final days of our United Way campaign, because our team has already raised over **[\$]**! Thank you to those who have already generously made a gift. There is still time to make your pledge to support the community through United Way! Please return your pledge form or donate online by close of business on **(DATE)**.

Together, we can make Okaloosa and Walton counties a thriving place for all, and every dollar counts.

Your gift will make a difference. United, we're building a community where...

- We expanded education with 81% of children served achieving developmental milestones and/or grade level standards.
- We improved health with 1,590 patient visits.
- We grew livelihoods with 97% of clients improving their financial stability.

Help us finish strong by making a pledge today at www.united-way.org/donate.

SAMPLE SOCIAL MEDIA POST:

Suggested Platforms: Instagram, Facebook, LinkedIn, & Twitter

Suggested Photo: Photo from UWEC kickoff or of employees participating in volunteer opportunities

Caption: Unite with us and create a more THRIVING community! We are excited to see the impact that our partnership with @uwemeraldcoast will have on the community!

- Nurture brighter futures.
- Build stronger families.
- Create a thriving community.

THANKING YOUR DONORS:

Suggested Subject: WE DID IT

The campaign is complete, and I hope you will join me in celebrating the incredible success **WE** achieved as **ONE!** I'm honored to thank you on behalf of the thousands of those in our community—families, children, neighbors and friends—who will be better prepared to graduate, who will find pathways out of poverty and who will be healthier because of our giving hearts.

If you're feeling proud, you should be! Together we raised **[\$\$\$\$]**! THANK YOU for making a difference!

Although our campaign is complete, it is a year-round process to LIVE UNITED. **Stay informed on how your donations make a difference:**

- Follow United Way Emerald Coast on Facebook, Instagram, Twitter and LinkedIn
- Please update your contact information by visiting www.united-way.org/contact-info

SAMPLE SOCIAL MEDIA POST:

Suggested Platforms: Instagram, Facebook, LinkedIn, & Twitter

Suggested Photo: Check presentation with UWEC

Caption: **(Company Name)** is proud to announce that together with our employees, we raised **[\$\$\$\$]**! Every cent raised helps our neighbors with the basics of life: health, education, and financial stability, opening the door to a brighter future for all. Learn more about @uwemeraldcoast by visiting their page.

UWEC SOCIAL MEDIA PAGES

Instagram: @uwemeraldcoast

Facebook: facebook.com/uwemeraldcoast/

LinkedIn: linkedin.com/company/uwemeraldcoast

Please contact Marlee Tucker with any questions at 850.243.0315 or marlee@united-way.org

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