[Saved As: Generating Support for Your UWLES Campaign – Email To Department Leaders]

Subject Line: **Your Team is vital to the Success of our United Way Campaign!**

As our workplace campaign coordinator, I am excited to support you and this year’s United Way annual campaign. Together, we can help provide impact to 1 in 3 local neighbors.

As a reminder, our campaign runs **<enter dates>.**

Here are some of the ways YOU can engage your department so we can reach our goal of <<insert goal>.

* Add a United Way Campaign reminder to your standing departmental meeting agendas.
* Have you, a family member or friend received services from a UWLES funded partner agency or direct program? Share your story about why United Way is important to you and why you are giving to the campaign this year.
* Encourage team members who have questions about our campaign to please reach out to me and I’ll be happy to answer.
* Show one of the many UWLES campaign videos during a department meeting or share a link in a departmental email.
* Share some brief impact facts to help team members know that any gift makes a difference.
* Host a presentation with one of our United Way representatives.
* Set a departmental participation goal and offer an incentive for the team to reach it (lunch, a day off, a drawing for gift cards or other prizes, or even something that is fun but doesn’t cost anything!).
* You can find video links, logos and other helpful tips on the campaign toolkit: [www.uwles.org/campaign-toolkit](http://www.uwles.org/campaign-toolkit)
* Remind team members they can easily participate via our online, secure portal: **<<enter portal URL and add QR code if using>>**

I hope you will help support this year’s UWLES campaign. Please reach out if you have questions or need anything. Thank you!

Sincerely,