

[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!**

I am happy to be the coordinator for our UWLES campaign this year! I am proud of what our organization has contributed and accomplished together in our history of giving, whether that's time and talent or dollars. Our local United Way helps 1 in 3 of OUR neighbors through their partners and direct service programs. Celebrating 80 years of local impact thanks to YOU, United Way of the Lower Eastern Shore is committed to everyone in our community reaching their fullest potential and ensuring every neighbor thrives.

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
- 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. United Way Begins with YOU!

Sincerely,

