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Note that custom banner images and optional additional photos are linked at the top of each email.

Some emails contain hyperlinks to videos that may be embedded if your email program allows.

Email #1: CEO Email to Organization

From: [CEO of Organization] [email]

Subject Line: Will you join us in building a better future for L.A.?

Pre-header: Here's how you can make a difference today

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [Organization] Team,

[Organization name] is proud to partner with United Way of Greater Los Angeles to support our community through this year's workplace campaign.

Over the next several months, we will be offering opportunities for you to donate, volunteer, and learn more about how you can participate in United Way of Greater L.A.'s mission of uniting the community and building bridges between people of different perspectives to bring relief and opportunity to people in need.

On [campaign kick-off date], [Organization] will participate in [insert first campaign engagement series].

United Way of Greater L.A. is celebrating 100 years focused on helping our most vulnerable communities, working toward a future where every person has a home, every child gets a quality education, and every individual has an opportunity to thrive.

[Name of Workplace Ambassador(s)], our Ambassador [s] for this giving campaign, will be providing you with the information you need to participate. You can reach out to [him/her/them] at [email] with any questions you may have.

Your generosity will help United Way of Greater L.A. continue providing relief and opportunities for our most vulnerable neighbors among us today and for future generations tomorrow. I hope you will consider joining!

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]



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Email #2: Ambassador email to organization

From: Workplace Ambassador [email]

Subject Line: Join [Organization] and United Way of Greater Los Angeles in creating tomorrow's L.A.

Pre-header: Here's how you can build a more equitable future

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [Organization] team,

Our giving campaign for United Way of Greater Los Angeles has officially begun!

This year, United Way of Greater L.A. is celebrating 100 years of community impact, working toward a future where every person has a home, every child gets a quality education, and every individual has an opportunity to thrive.

[WATCH THE VIDEO](#)

When we give to United Way, all of our donations support their mission of helping our most vulnerable neighbors. And because [Organization] will be matching [x%] of every employee contribution, your gift will go even further for our community. I am proud to lead as your Campaign Ambassador and am here to answer any questions you may have about how to participate in our campaign.

You can begin contributing to United Way today through payroll deduction. If you'd like to make a recurring contribution to United Way of Greater Los Angeles, you can set up an auto-deduction from your paycheck here: [\[insert giving portal url here\]](#).

We will also be participating in United Way's annual WalkUnited Event in November to ensure housing, education, and opportunity for all. I invite you to join [Organization's] team by reaching out to me to learn more about this year's event and sign up.

[\[Insert further specific events of Organization's\]](#) workplace campaign here: kickoff events, [\[volunteer opportunities\]](#)

Thank you for standing with us as we support United Way's efforts to provide housing for individuals and families, prepare students for college completion and career success, and help families to stabilize and grow their finances across L.A. County.

Sincerely,

[\[Name and Signature\]](#)

[\[ORGANIZATION FOOTER\]](#)



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Email #3: UWGLA's WalkUnitedLA 2022

From: [Workplace Ambassador] [email]

Subject Line: Save the Date: WalkUnitedLA 2022

Pre-header: Walk with United Way to end homelessness in L.A. County

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [Organization] employees,

We're excited to join United Way, the Super Bowl Champion Los Angeles Rams, and thousands of Angelenos on Saturday, November 12 at SoFi Stadium for WalkUnitedLA, an annual 5k family walk/run to end poverty in L.A. County.

Over the past 14 years, WalkUnitedLA (formerly HomeWalk) has mobilized more than 125,000 participants and raised over \$9.5 million to support our communities and transform the lives of thousands of Angelenos.

[WATCH THE VIDEO](#)

New to WalkUnitedLA this year will be United Way's post-walk/run Centennial Festival. Don't miss out on this family-friendly experience celebrating 100 years of impact in our communities! We'll enjoy live music and storytelling 🎵, volunteer opportunities 🧑‍🌾, food trucks 🍔, a photo booth 📷, face painting 🎨, and so much more!

In addition to making a contribution through our workplace campaign, I encourage you to bring your family and friends to run or walk with [Organization]'s WalkUnitedLA team.

Reach out to me to register for [Organization]'s team and help change the lives of our neighbors! Join [Organization] in supporting United Way.

MAKE YOUR DONATION AND JOIN OUR WALKUNITEDLA TEAM TODAY! [\[hyperlink to giving portal\]](#)

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]



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Email #4: Everyone In

Email From: [Workplace Ambassador] [email]

Subject Line: Help us get Everyone In!

Pre-header: Join the fight to end homelessness

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [Company name] Team,

Our giving campaign is in full swing, and we are thrilled to be supporting United Way's work.

Today, I want to highlight the work they are doing to end homelessness for the more than 66,000 Angelenos who are experiencing homelessness in our communities. United Way's [Everyone In](#) campaign is a groundbreaking community movement of over 180,000 neighbors to end our homelessness and housing crisis.

Your contributions help Everyone In build powerful coalitions and educate the public through workshops and storytelling events that advance the solutions we know work: affordable and supportive housing in every part of L.A. County.

[WATCH THE VIDEO](#)

You can learn more and become part of the Everyone In campaign by visiting [EveryoneInLA.org](#).

Join [Organization] in supporting United Way.

MAKE YOUR DONATION TODAY. [\[hyperlink to giving portal\]](#)

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]



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Email #5: Education

From: [Workplace Ambassador] [email]

Subject Line: How you can address educational inequality

Pre-header: United Way is bringing quality and equality to L.A. County schools

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [ORGANIZATION] team,

The response to our giving campaign so far is inspiring. It's incredible to be able to gather together to empower all of our community, including L.A. County's youth.

The pandemic has exposed great inequities in our communities, and nowhere is that more present than with our students with over 850,000 lacking adequate educational resources. It is more clear than ever that students need support both inside and outside the classroom in order to graduate and have college and career success.

When our students succeed, we have the best chance of disrupting the cycle of poverty for this generation and the next. United Way is working tirelessly to support students and their families and in the last year, thanks to donors like us, has been able to:

- Support over 1,000 students in learning recovery efforts through its partners at SBCC, YMCA, and the Boys and Girls Club LA Harbor.
- Conduct a groundbreaking survey of over 800 students to understand their needs and how we can better support them during this critical time. The outcome of the survey was the report [Where Do We Go From Here: Students Speak About Learning Needs in COVID-era L.A.](#)
- Help students as they weather crises and develop their voices as leaders through the [Young Civic Leaders Program](#).
- Provide low-income students and families with [low-cost internet and technology](#) to help close the digital divide.

Join [ORGANIZATION] in supporting United Way in addressing educational inequities in our region.

MAKE A DONATION TODAY! [\[hyperlink to giving portal\]](#)

Sincerely, [Name and Signature]

[ORGANIZATION FOOTER]



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Email #6: Homelessness

From: [Workplace Ambassador] [email]

Subject Line: We can end homelessness in L.A.

Pre-header: United Way shines a light on solutions that work

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [ORGANIZATION] team,

Let's keep up the Giving Campaign momentum to help United Way of Greater Los Angeles end homelessness in L.A!

The housing and homelessness crisis in L.A. County continues to grow. Every night, there are more than 66,000 Angelenos experiencing homelessness, 1.7 million working families struggling in poverty, and 600,000 of our neighbors are spending at least 90% of their income on rent.

Everyone has a role to play in ending homelessness, and we as the [ORGANIZATION] team can do our part by supporting United Way's homelessness initiatives. In the last year alone, their team has:

- Raised over \$60 million to finance 580+ affordable housing units for our neighbors experiencing or at risk of homelessness.
- Distributed \$2.5M to 53 organizations to retain over 1,500 frontline workers serving our unhoused neighbors.
- Invested nearly \$700,000 to support the purchase and distribution of vaccine and testing incentives, translating into 4,189 first doses vaccines, 1,783 second dose vaccinations, and 6,448 boosters for our unhoused neighbors.

One of their many projects underway right now is the [Affordable Housing Initiative](#), a multi-year \$300 million effort - the largest in United Way's history - to develop safe and affordable housing near jobs, schools, and transit all across L.A. County. You can learn more by watching the video below:

[WATCH THE VIDEO](#)

We believe everyone has the right to safety, stability, and permanent housing. Join [ORGANIZATION's] giving campaign and be part of the solution!

MAKE A DONATION TODAY! [\[hyperlink to giving portal\]](#)

Sincerely, [Name and Signature]

[ORGANIZATION FOOTER]



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Email #7: Economic Mobility

From: [Workplace Ambassador] [email]

Subject Line: Imagine an L.A. where everyone can thrive

Pre-header: Help our neighbors find stability

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [ORGANIZATION] team,

We've made great strides in our giving campaign to date. Let's keep up the momentum!

Today, nearly 1.5 million Angelenos live below the poverty line, and centuries of institutional and systemic racism have perpetuated disparities and generational poverty in communities of color across our region. The economic mobility work that United Way is doing is critical to not only help families stabilize financially but to create opportunities to build wealth. In the last year, they have:

- Provided over 500 households with [rental assistance](#) and over 16,000 households with [utilities assistance](#)
- Rallied more than 25 volunteers who performed 760 hours of Volunteer Income Tax Assistance (VITA) service
- Given away \$7,050 in stipends to students
- Helped low-income families claim an estimated \$4.2M in federal returns and \$799,500 in state returns – assisting an estimated 1,520 households through [VITA](#)

Check out this video from a recent Free Tax Prep event to learn more:

[WATCH THE VIDEO](#)

Let's help United Way make it possible for all our L.A. County neighbors to experience financial stability and upward mobility.

Join [ORGANIZATION] in supporting United Way!

MAKE A DONATION TODAY. [\[hyperlink to giving portal\]](#)

Sincerely, [Name and Signature]

[ORGANIZATION FOOTER]



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Email #8: Thank you

From: [Workplace Ambassador] [email]

Subject Line: We did it, thanks to you!

Pre-header: Thank you for helping United Way and [ORGANIZATION] make a lasting impact in our community!

[Additional Photos](#)

[\[DOWNLOAD BANNER IMAGE\]](#)



Dear [ORGANIZATION] employees,

Our giving campaign was a success. On behalf of [ORGANIZATION] and United Way of Greater Los Angeles, thank you for your generous contributions. Together we raised [\$\$\$]!

Your contributions will go to work right away, building a future where every person has a home, every child gets a quality education, and every individual has an opportunity to thrive.

Our support for United Way does not end here. Lasting and sustainable change depends upon our community's continued contributions and efforts. If you would like to continue to support United Way of Greater L.A., attend an event, or pursue volunteer opportunities, visit UnitedWayLA.org.

United, we can end poverty and homelessness in our community.

MAKE A DONATION TODAY. [\[hyperlink to giving portal\]](#)

In gratitude, [Name and Signature]

[ORGANIZATION FOOTER]



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