Dear [Organization] Team,

We are proud to announce that we are launching this year’s workplace giving campaign to support United Way of Greater Los Angeles.

United Way has been serving our community since 1922 with the mission to end poverty in Los Angeles County and is uniquely committed to changing the systems that contribute to homelessness in our communities. In the last three years alone, United Way of Greater Los Angeles has transformed the lives of over 90,000 individuals and families and generated over a billion dollars towards policy change.

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’s efforts to tackle poverty throughout L.A. County. On May 18, [Organization] will participate in United Way’s HomeWalk 5K Run/Walk to end homelessness, and I hope that you will consider joining us there as well.

Our contributions to United Way of Greater Los Angeles will provide housing for individuals and families, prepare students for college completion and career success, and help families to stabilize their incomes.

[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.

Together with United Way, let’s change L.A. County for good.

Sincerely,

[Name and Signature]
Dear [Organization] team,

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

All [Organization] donations support United Way’s mission to break the cycle of poverty in Los Angeles County through solutions in housing, education and economic mobility. [Organization] will be matching [x%] of every employee contribution, so your gift will go a long way in serving the most vulnerable members of our community.

As your Ambassador to United Way, I will be your point of contact for any questions you may have about how to participate in our campaign.

You can begin contributing to United Way today through the following methods:

**Drop-off**
Giving forms will be available [insert specific location and/or process here].

**Auto-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 HomeWalk 5K Run/Walk to end homelessness on May 18, and I invite you to join [Organization’s] team. You can reach out to me to learn more about this year’s HomeWalk 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 end poverty in L.A. County.

Sincerely,

[Name and signature]
From: [Workplace Ambassador] [email]
Subject Line: Save the Date: HomeWalk 2019
Pre-header: Walk with United Way to end homelessness in L.A. County

Dear [Organization] employees,

We’re excited to join United Way and the Los Angeles Rams on May 18 at the annual HomeWalk 5K Run/Walk: Bringing Everyone In to end homelessness in Los Angeles County.

In addition to making a contribution through our workplace campaign, I encourage you to run or walk with [Organization]’s HomeWalk team and raise support for our most vulnerable neighbors.

HOMEWALK 5K - May 18, 2019
Grand Park, Downtown Los Angeles

Over the past 11 years, HomeWalk has mobilized more than 95,000 participants, raised $8.6 million to end homelessness, and transformed the lives of over 19,000 individuals with the stability of a home.

This year the Los Angeles Rams is partnering with United Way to raise $1.5 million and engage 15,000 Angelenos to run/walk to end homelessness our County.

Reach out to me to register for [Organization]’s team and help change the lives of our homeless neighbors!

MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]

Momentum is building. United we can drive change.

unitedwayla.org | Find us on: Facebook | Twitter | Instagram | YouTube
Email #4: Everyone In Email

From: [Workplace Ambassador] [email]
Subject Line: We need Everyone In
Pre-header: Your donation powers United Way's mission to end poverty in L.A. County

Dear [Company name] Team,

Our giving campaign is in full swing! We are thrilled to be able to support United Way's work to end poverty in Los Angeles County and ensure all members of our community have safe and stable homes.

Last year, United Way of Greater Los Angeles launched Everyone In, a groundbreaking community engagement initiative that mobilizes organizations and community leaders to create permanent housing solutions, prevent homelessness, and spread awareness about the issues facing our most vulnerable members.

“It’s our job as a community to lift everyone up.”

-Mahalia, formerly homeless community member, Everyone In: Stories from the Frontline, Venice, CA

You can learn more and become part of the Everyone In campaign by visiting EveryoneInLA.org.

MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and signature]

[ORGANIZATION FOOTER]

[ UWGLA FOOTER ]

Momentum is building. United we can drive change.
unitedwayla.org | Find us on: Facebook | Twitter | Instagram | YouTube
Email #5: Close the Gap

From: [Workplace Ambassador] [email]
Subject Line: Let's change the future for our children
Pre-header: United Way is bringing quality and equality to L.A. County schools

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.

United Way’s Communities for Los Angeles Student Success (CLASS) is a coalition representing 70 community partners who advocate for education reform.

CLASS helped to pass Los Angeles’ Close the Gap Resolution, which works to “close the gap” in education equity and ensure all students in the Los Angeles County Unified School District are prepared to complete college and begin successful careers.

To learn more about The Close the Gap Resolution, CLASS and other United Way initiatives to improve education in L.A. County, visit UnitedWayLA.org.

MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]

Momentum is building. United we can drive change.
unitedwayla.org | Find us on: Facebook | Twitter | Instagram | YouTube
Email #6: Homeless Count

From: [Workplace Ambassador] [email]
Subject Line: We can’t rest until everyone has a home
Pre-header: United Way is on a mission to end homelessness in L.A. County

Dear [Organization] team,

We’ve made great strides so far in our giving campaign! Let’s keep up the momentum to help United Way of Greater Los Angeles end homelessness and poverty in Los Angeles County.

In January, United Way led the charge on the Greater Los Angeles Homeless Count, a countywide annual effort that engages thousands of volunteers to estimate the number of our neighbors without safe, stable housing.

While there are still over 53,000 people experiencing homelessness in Los Angeles County according to the 2018 count, significant progress is being made.

If you’d like to track the 2019 Homeless Count, follow United Way of Greater Los Angeles on Facebook and Twitter and keep an eye out for updates.

We’re proud to support United Way of Greater Los Angeles as we continue to work to end homelessness in Los Angeles County.

MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]
[UWGLA FOOTER]

Momentum is building. United we can drive change.
unitedwayla.org | Find us on: Facebook | Twitter | Instagram | YouTube
Dear [Organization] team,

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

If you’d like to have an even greater influence in United Way of Greater Los Angeles’ mission to end poverty and homelessness in our community, you can participate in one of United Way’s philanthropic leadership opportunities.

United Way of Greater Los Angeles’ Philanthropic Leaders help to create lasting change while building meaningful personal and professional relationships. In addition to their financial contributions, Philanthropic Leaders join other influential members of the community in unique advocacy and volunteer opportunities.

Visit UnitedWayLA.org for information about how to become a Philanthropic Leader.

MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and signature]
Email #8: Economic mobility

From: [Workplace Ambassador] [email]
Subject Line: Economic mobility for everyone
Pre-header: Help United Way help the families in our community

Dear [Organization] team,

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

**Since 2016, United Way has empowered 26,000 households in Los Angeles County** to improve their economic mobility through tax credits, utility and emergency relief assistance, job training, and long-term employment.

Each year, United Way assists low-income families with refund-filing and free tax preparation through the **Volunteer Income Tax Assistance (VITA) program** so that our vulnerable neighbors can keep more of the money they earn.

You can find information about the program [here](#) and sign up to get involved.

After our communities were hit by the devastating Hil and Woolsey fires, United Way created the **Southern California Disaster Relief Fund** and raised over $2.5 million to provide long-term recovery to economically vulnerable individuals and families affected by the fires.

The fund is still accepting donations and you can contribute [here](#).

To learn more about other initiatives United Way of Greater Los Angeles is doing to create economic mobility, visit [UnitedWayLA.org](http://UnitedWayLA.org).

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]

**Momentum is building. United we can drive change.**
Email #9: Thank you

From: [Workplace Ambassador] [email]
Subject Line: Thank you from United Way and [Organization]!
Pre-header: United, we have made an incredible impact in our community

Dear [Organization] employees,

Our giving campaign was an enormous success. On behalf of [Organization] and United Way of Greater Los Angeles, thank you for your generous contributions.

Together we have raised [$$] that will go directly to United Way’s mission to break the cycle of poverty in Los Angeles County.

Our contributions will power United Way’s work to provide permanent housing for individuals and families, prepare students for college completion and career success, and empower families to achieve financial stability in L.A. County.

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 Los Angeles, donate or pursue volunteer opportunities at UnitedWayLA.org. United, we can end poverty and homelessness in our community.

Keep the momentum going and support United Way. MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and signature]