

Email #1: CEO Email to Organization

From: **[CEO of Organization] [email]**

Subject Line: Will You Join Us For A Just L.A.?

Pre-header: **[Organization name]** and United Way of Greater Los Angeles are working together to unleash the power and potential of people for a JUST LA.

Dear **[Organization]** Team,

The year of 2020 has reminded us about the power in community and organized efforts to create change. **[Organization name]** is proud to partner with United Way of Greater Los Angeles to support our community through this year's workplace campaign.

We were in a crisis before the pandemic with homelessness increasing by 13% in LA County. COVID-19 has accelerated the growing disparities in our region, disproportionately impacting our Black and Brown communities and those in poverty. United Way has a strong foundation supporting our local communities by focusing on Housing, Education, and Economic Mobility and we're partnering with them to help our community on the road to recovery.

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 **[campaign kick-off date]**, **[Organization]** will participate in [insert first campaign engagement series], and I hope you will consider joining.

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 unleash the power of our community to help prevent homelessness, and end the cycle of poverty for thousands of Angelenos.

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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Email #2: Ambassador email to organization

From: Workplace Ambassador [email]

Subject Line: Join [Organization] in unleashing the power of our community

Pre-header: Here's how you can give to United Way of Greater Los Angeles

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. 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 the following methods:

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: [\[insert giving portal url here\]](#) .

Drop-off Giving forms will be available [\[insert specific location and/or process here\]](#).

We will also be participating in United Way's annual HomeWalk Event to end homelessness. Due to the social gathering restrictions of COVID-19 this year's event will be virtual and is being planned for November. 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 their incomes across L.A. County. .

Sincerely,

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

[\[ORGANIZATION FOOTER\]](#)

[\[UWGLA FOOTER\]](#)



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Email #3: HomeWalk ON HOLD

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!

Join [Organization] in supporting United Way.

MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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Email #4: Everyone In Email

From: **[Workplace Ambassador] [email]**

Subject Line: Help us get Everyone In

Pre-header: Your donation powers United Way's mission to end HOMELESSNESS 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.

Everyone In is United Way's groundbreaking community engagement initiative mobilizing organizations and community leaders to prevent homelessness. Your contributions help unleashed the power and potential to create permanent housing solutions, and spread awareness about the issues facing our most vulnerable populations.

"It's our job as a community to lift everyone up." -Mahalia, formerly homeless community member, Everyone In: Stories from the Frontline, Venice, CA

We invite you to hear some recent stories shared [here](#) in our COVID-19 diaries.

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

The flow of people falling into homelessness is moving at a faster rate than the outflow of those moving into stable housing. Thanks to voter-approved investments in housing and services, 133 people move from homelessness into housing every day. The problem is that another 150 lose their homes. L.A. is one of the most rent-burdened places in the U.S. 600,000 people here spend 90% of their income on rent and are one crisis away from losing their homes.

We need to increase our support for the solutions that work so we can flip that ratio. We know how to end homelessness—we prove it 133 times a day. Now we need to do more.

Join **[Organization]** in supporting United Way. MAKE YOUR DONATION TODAY. [\[hyperlink to giving portal\]](#)

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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Email #5: EDUCATION specific email

From: **[Workplace Ambassador] [email]**

Subject Line: Let's change the future for our children by uniting for a JUST L.A.

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

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 we can continue to help fight for great public schools that serve all students and prepare them to achieve in colleges and careers. COVID-19 led to the remote education model which continues to further deepen gaps in our education system.

- United Way is supporting vulnerable students as they weather the crisis and develop their voices as leaders through the [YCLP Program](#).
- United Way continues to advocate for students and their families by spearheading the [CLASS Coalition](#) and investing in [TransformED](#) to reimagine our education system.

To learn more about TransformED, CLASS and other United Way initiatives to improve education in L.A. County, click on any of the links above or visit [UnitedWayLA.org](#) .

Join **[ORGANIZATION]** in supporting United Way. MAKE A DONATION TODAY. **[hyperlink to giving portal]**

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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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 and to unleash the power and potential of people for a JUST LA.

Dear **[ORGANIZATION]** team,

Let's keep up the Giving Campaign momentum to help United Way of Greater Los Angeles end homelessness and poverty in Los Angeles County!

Homelessness increased by 13% in LA County and these are pre-COVID 19 numbers. There are more than 66,000 Angelenos experiencing homelessness and 1.7 million working families in L.A. struggle in poverty. This leaves many of our neighbors on the brink of homelessness and with very little to spend on basic necessities.

I want to acknowledge that we have all been through a lot this year, but let's take a moment to consider what the homeless count will be in 2021 and how can we as the **[ORGANIZATION]** team can do our part.

United Way responded immediately to our homeless community when the pandemic hit by providing essential supplies to outreach workers and addressed the lack of food and healthcare access challenges through LA County Emergency Operations Center Food Security Taskforce and the Health Pathways Group. It is anticipated that the aftermath of the pandemic will result in many more children and families falling into despair and I know that **[ORGANIZATION]** can step up and support in the recovery.

We're proud to support United Way's progress towards ending poverty within L.A. County. MAKE A DONATION TODAY. **[hyperlink to giving portal]**

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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Email #7: Philanthropic leaders

From: **[Workplace Ambassador] [email]**

Subject Line: Become a leader for change with United Way Pre-header: Help break the cycle of poverty through philanthropic leadership

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.

Join **[Organization]** in supporting United Way. MAKE A DONATION TODAY. **[hyperlink to giving portal]**

Sincerely,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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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 and unleash the power and potential of people for a JUST LA.

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. COVID-19 shined a light on the vulnerabilities of working families, especially families who could not for one reason or another access federal benefits. United Way's economic mobility work became even more critical to help families weather the economic storm the pandemic initiated.

Let's ensure we do our part to help where we can. I invite you to learn more about measures United Way has already taken to help our community and begin thinking about the impact your support can continue to have.

- [Free Tax Prep](#) - 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.
- [Energy and Gas Assistance funds](#). - United Way extended support with utility assistance as people faced financial hardship from the pandemic..
- [A New Way of Life Reentry \(ANWOL\) partnership](#) - United Way has helped support organizations serving Los Angeles's Black communities with rental assistance, food, health and student learning support.
- [Community Power Collective and collaborative community support](#) - United Way identifies organizations with critical needs to support, and responded quickly to the crisis presented by the Pandemic.

You can learn more about other initiatives United Way of Greater Los Angeles is doing to create economic mobility, visit 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]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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Email #9: Thank you

From: **[Workplace Ambassador]** [email]

Subject Line: Thank you from United Way and **[ORGANIZATION]**! Pre-header: We have made an incredible impact in our community and will continue to be United for a JUST L.A.

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 have raised **[\$\$\$]** that will continue to unleash the power and potential of people for a JUST L.A. and further 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]

[ORGANIZATION FOOTER]

[UWGLA FOOTER]



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