

**The Kickoff Email can be customized to reflect your organization’s corporate social responsibility goals, campaign theme goals or company-specific incentives.**

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Sender: \_\_\_\_\_@uwgkc.org (i.e. CEO/President/Campaign Chair)  
Subject: Choose Greatness During Campaign 201717

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Dear <FirstName>,

Have you ever thought about what it means to be great? To live as your best self and to achieve feats that may, on the surface, seem impossible? With United Way of Greater Kansas City’s Campaign 2017, you can get involved and create real, positive change. Together, we can make an impact and find answers to our community’s biggest questions:

- Where will thousands of people without homes sleep tonight?
- How can we bring literacy to Kansas City’s children who otherwise might have no access to books?
- How does our city stack up to others in its care for those in need?

The truth is, you are powerful and we need you in this fight. When you give to United Way, you make a real difference in the lives of others. Your contribution is an investment in the hope and dignity of people you pass by every day.

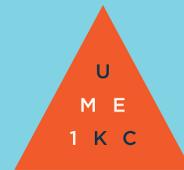
Please consider joining the fight by giving to United Way of Greater Kansas City. That’s choosing real power. That’s achieving real greatness.

<Company president or campaign chair signature>

## How to make your pledge

This personalized URL will take you directly into your personal pledge page. It is exclusively for your use. If the link doesn’t work, just copy and paste it into your browser.

Click this link to begin: <Personalized URL>



**The Non-Respondent Email can be customized to reflect your organization’s corporate social responsibility goals, campaign theme goals or company-specific incentives.**

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Sender: \_\_\_\_\_@uwgkc.org (i.e. CEO/President/Campaign Chair)  
Subject: Be a Hero in Kansas City

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Dear <FirstName>,

Who was the first person who helped you in your career? Was it a boss, a supervisor or a coworker who gave you what you needed to become the confident and capable professional you are today?

The simple fact is, none of us are self-made. No matter your path, you got to where you are with the help of a person or two (or 20) along the way. Maybe you’ve paid it forward in the years since. Today, we’d like you to imagine having that same impact on the lives of Kansas Citians who are most in need of a little compassion, a little help, and a little hope.

Right now, you have the opportunity to raise your hand and help others. Each year, contributions to United Way of Greater Kansas City from people just like you bring real, lasting change to thousands of people. Here’s a small look at what a gift from you will accomplish:

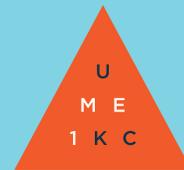
- **Introduce kids to the world of reading.** We deliver a free book each month to more than 1,000 children, allowing them to experience the joy of reading before entering kindergarten.
- **Give youth in need the chance to get past their circumstances.** We provide more than 1,100 children with access to employment readiness programs.
- **Say thank you to military veterans who have risked everything to serve our country.** We offer comprehensive aid for financial help, healthcare, employment and support to more than 750 veterans.

Every gift makes a difference. Please consider joining us in the fight to provide help and create hope in our city. Be the personal hero who gives people in need the chance to thrive.

If you have any questions, contact our Employee Campaign Manager, <ECM name> at <ECM contact info>.

Thank you for your commitment to improving Kansas City!

<Click here to pledge>



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Sender: \_\_\_\_\_@uwgkc.org (i.e. CEO/President/Campaign Chair)  
Subject: Join Our Fight and Give the Gift of Hope

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Dear <FirstName>,

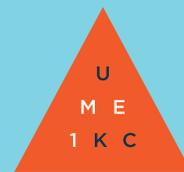
A gift to United Way of Greater Kansas City provides more than resources. It provides hope.

Jill Reitz experienced hope for the first time when a United Way partner agency arrived to help her son, Caleb. Diagnosed with bilateral optic nerve coloboma, Caleb can only see objects eight inches or closer. This would be a challenge for any mother, but Jill soon learned what it meant to receive help from people who care. "This is his journey, and we get to go alongside him and share it," she said. "I am excited to think about what he will be able to do."

You can be the next person to inspire confidence and hope within our community. We want you to join our fight and make a gift to United Way’s Campaign 2017. There is no contribution too small to make a difference. The deadline is fast approaching, so don’t forget to make your pledge by <date>!

Just click on the link below and create a lifetime of difference for others in our community!

<Click here to pledge>



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Sender: \_\_\_\_\_@uwgkc.org (i.e. CEO/President/Campaign Chair)  
Subject: Studies Show Giving Adds Years of Life. Get Involved!

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Dear <FirstName>,

If you could add years to your life, what would you do with the time? Travel the world in search of adventure? Spend time with family? Take up skydiving?

Research has shown that people who donate time or money to causes have lower blood pressure<sup>1</sup>, which is directly tied to heart health and increased life expectancy.

When we read this kind of research, we think of the people like you in our community—previous donors as well as people who maybe haven’t discovered the joy of giving back through United Way. We want to see everyone live the happiest and healthiest life possible. And so with that in mind, we want to invite you to participate in United Way of Greater Kansas City’s Campaign 2017.

Gifts to United Way build a better community for us all. With a gift that works for you, you can connect children, adults and families with tools and supports to thrive.

Just click on the link below to provide hope to people in our community who need it most. And don’t forget: extra years of your life will thank you!

[<Click here to pledge>](#)

<sup>1</sup>Whillans, A., & Dunn, E. (2016). Is spending money on others good for your heart? Department of Psychology, University of British Columbia.



**The Thank You/Confirmation Email is automatically generated to each donor immediately following their pledge and summarizes their pledge and designation information.**

Subject: High Fives to You!

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Dear <FirstName>,

Give yourself a high five! You joined the fight! We're so proud to have you on our team. With your support of United Way of Greater Kansas City, you provided help and hope to your neighbors in need.

Your gift is exactly that: a gift to individuals and families across our community. It's a gift of:

- Healthy Beginnings | Thanks to you, young children will enter kindergarten prepared to succeed
- Prepared Youth | Our next generation will be ready for career and life success
- Thriving Adults & Families | The health and financial security of families in our community help individuals achieve their full potential

Thank you for getting involved and making a difference. Thank you for choosing greatness.

Your pledge and designation information are summarized below:

Pledge Reference Number: <PledgeRefNumber>

Account Number: <AccountNumber>

<PledgeInfo>

<DesignationInfo>

Again, thank you for your pledge.

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**Please keep this as a confirmation of your pledge.** For those donors using payroll deduction keep this confirmation as substantiation for your tax deduction.

Questions?

Contact the United Way Help Desk at [UnitedWaySolutions@uwgkc.org](mailto:UnitedWaySolutions@uwgkc.org) or 816-559-4627.

United Way does not provide goods or services in whole or partial consideration for any contribution.