

# MAKING YOUR UNITED WAY CAMPAIGN SOCIAL

Including e-communication and Social Media in your employee campaign is a great way to engage your employees and build morale to help make your campaign more successful.



## USING YOUR COMPANY NEWSLETTER OR INTRANET

- Provide a link to United Way's website, [www.unitedwayabilene.org](http://www.unitedwayabilene.org)
- Post or send daily educational and informational messages about United Way during the campaign
- Share United Way videos
- Post the schedule or calendar of campaign events including meetings and special fundraisers
- Feature employees who have benefitted from one of United Way's partners
- Ask employees whey they give/volunteer and post their quotes
- Encourage employees to be social with United Way on Social Media on Twitter (@uwabilene), Instagram (@unitedwayabilene), and Facebook ([facebook.com/unitedwayabilene](http://facebook.com/unitedwayabilene))

## SAMPLE E-MAIL MESSAGES

### ANNOUNCING YOUR CAMPAIGN

#### **Subject: Are you ready to make a difference?**

Mark your calendars! (Organization's) United Way Campaign starts (date). As Employee Campaign Coordinator, I look forward to making this a fun and impactful experience for everyone. United Way's campaign is our opportunity to help change stories for individuals in our community. I am excited about our effort in the next few weeks and encourage your participation and support. Stay tuned for details!

### ANNOUNCING YOUR CAMPAIGN KICK-OFF

#### **Subject: Let's help change stories!**

Join us in changing stories as we kick off our United Way campaign. Everyone is invited to join us in as many of the following events and activities as you can:

(List activities, meetings, etc)

Watch for more ways to participate in our campaign and give back to the community!

### CAMPAIGN UPDATE

#### **Subject: We're almost there!**

Congrats (organization) employees! We've reached \_\_\_% of our goal. Last week's (special event) was a huge success. Thank you for your participation! By investing in United Way, we are investing in our community.

Please return your pledge forms by (date) so that we can achieve our final goal of (amount). I'm proud of the work we have done to help people in our community reach their full potential.

### WHAT DOES YOUR DOLLAR DO

#### **Subject: Every dollar makes a difference**

United Way of Abilene funds 36 programs year round. Every dollar you give helps change stories for individuals and families right here--a low income family becomes financially stable, people have access to health care, children reach their full potential.

Find out more at [www.unitedwayabilene.org](http://www.unitedwayabilene.org).

## TWEET IDEAS

Twitter is a great way to engage employees and spread the word about your company's United Way campaign. When tweeting, please be sure to mention United Way @uwabilene and use the following hashtags, #UWIsChangingStories and #LIVEUNITED. Use pictures in your tweets to engage your followers!

- Investing in @uwabilene is easy and the impact is huge! #UWIsChangingStories
- We love seeing our employees #LIVEUNITED! @uwabilene
- We believe every dollar makes a difference! That's why (organization) invests in @uwabilene.
- Together we are changing stories! @uwabilene #UWIsChangingStories
- We're all about giving back! We're excited for our @uwabilene campaign! #UWIsChangingStories
- Give where you live! Make a difference right here with @uwabilene. #UWIsChangingStories
- Together we can impact our community! @uwabilene #UWIsChangingStories

## LIKE IT! LOVE IT!

Sharing photos or videos on your company's Facebook or Instagram page is a great way to engage your employees and show the community your dedication to United Way of Abilene. Be sure to tag United Way of Abilene in your posts!

- (Organization's) United Way campaign kicks off today! Together we are changing stories for children, families, and senior citizens in our community.
- Check out our employees sporting their LIVE UNITED t-shirts!
- Great things happen when we LIVE UNITED! Join us in supporting United Way of Abilene.
- Did you know that United Way of Abilene supports 36 vital programs in our community? We are proud to help them change stories for families in our area.
- United Way of Abilene is dedicated to changing stories for children, families, and senior citizens. Your donations make a big difference in our community!
- We are excited to begin our workplace campaign for United Way of Abilene! United Way makes our community a better place!
- Our United Way of Abilene campaign is off to a great start! Our goal is to raise \$XXXX to help change stories in our community. Find out more about United Way at [www.unitedwayabilene.org](http://www.unitedwayabilene.org).
- We know that many in our community need help. That is why we invest in changing stories with United Way of Abilene.

## NEED HELP?

Not sure how to like, tag, or share? Want United Way's social media channels to post your photos/videos? We can help! For social media assistance, please contact Bethany Ashlock, Community Impact and Marketing Director at [bethany@unitedwayabilene.org](mailto:bethany@unitedwayabilene.org) or 677-1841.