

E-MAILS TO EMPLOYEES

General content examples:

1. The campaign is approaching!
2. How charities make use of pledges.
3. Campaign starting!
4. Mid-Campaign update!
5. Thanks for participating!
6. Here are the final results.

Contact
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PRE-CAMPAIGN EMAIL

LETTER FROM COORDINATOR TO EMPLOYEES EXPLAINING THE CAMPAIGN:

Dear Fellow Employee:

As a Employee, you are invited to participate in the Charitable Giving Campaign. This year, as in the past, we will hold one fund-raising drive for all approved charities during the campaign beginning . Combining the campaign allows you to review all your operations at one time, helping you make well-informed, more satisfying choices about your charitable contributions.

This year, the participating charities include:

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These organizations offer services and programs that directly benefit many citizens in our community – including many families and children in the . marking the start of the campaign and directing you to a website where you can make your donation to any or all of these charities.

For those who make a one-time cash/check contribution for the giving campaign in , they may take a charitable contribution tax deduction for the year . Others who contribute through payroll deduction may take their charitable contribution deduction in the year .

Remember to retain a copy of your pledge form for your tax records. Please take time to look at the information and decide where you would like to make contributions.

In the meantime, if you have questions, please see me. Otherwise, please encourage your colleagues to visit .

Thanks for your support and cooperation!

Sincerely, Your Name

Giving Campaign Site Coordinator

CHARITY IS GOOD, CHANGE IS BETTER



CAMPAIGN KICK OFF EMAIL

Hello XXX!

The charitable campaign starts today! From XXX to XXX, the XXX will offer employees the opportunity to donate to charity organizations – through a one-time gift or via reoccurring payroll deductions.

Payroll deductions are better for the charities, (year 'round, reliable funding, cost effective method to raise funds, more time-efficient way to process gifts, larger gift sizes) and better for you, (convenient, secure, support a variety of causes with one gift, ease of record keeping of your charitable donations, increases your ability to give a larger gift). Don't forget to pledge!

I, personally, pledge because [your really intense and great reasons].

I am really looking forward to seeing you all at the following events to celebrate and improve our combined impact on the community!

[List of great and engaging activities you've set up] Thank you all for your generosity!

[Your Name]

DURING OR MID-CAMPAIGN EMAIL

Hello XXX,

Have you pledged yet? Only [so many] days until the campaign closes!

I have been hearing a lot of reasons for giving around the office, they include [office employee everyone knows] who says [something really compelling].

Don't forget to stop by the [events that you've set up that haven't happened yet]!

Don't hesitate to contact me if you have any questions! My contact information is listed below.

[Contact information]

END OF CAMPAIGN EMAIL

Hello all,

Wow! What a great campaign this year! Because of all of your hard work getting the word out and your generous pledges we have raised [29474%?] more than last year!

Our charity partners want you to know what a difference this has made to them and how appreciative they are. With your support they will be able to use these predictable funds to strategically make a difference in St. Paul and all of Minnesota this year!

We laughed when [popular employee did something weird], we cried [when popular employee did something embarrassing], and most importantly we made a difference.

Thank you again!

[Name]

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