**UNITED WAY OF SOUTHWEST MINNESOTA**

**Campaign Text Messaging Templates**

If your workplace uses texting in addition to or in place of traditional emails, please consider using the following examples to share information about your workplace campaign.

**Message 1:**

Hey there! We will be launching our United Way of Southwest Minnesota campaign on [Campaign start date]. This is a great way for all of us to give back and make a difference in our local communities. Pledging is very easy and if you get stuck just ask me for help! More to come!

**Message 2:**

Today is the day!!! Our United Way of Southwest Minnesota campaign is officially kicking off! [If applicable] Here is the link to make your pledge: [insert pledge link here]. Please see me if you need assistance with making your pledge.

**Message 3:**

Need an incentive to give to United Way of Southwest Minnesota? [List any company sponsored incentives].

**Message 4 (From Leadership/CEO):**

All of us at [Company name] have the power to make change in our community. Please join me in giving back by making a donation to our United Way of Southwest Minnesota campaign. If you have any questions about how to pledge, please reach out to [Campaign Coordinator].

**Message 5:**

Thinking of pledging to our United Way of Southwest Minnesota (UWSWMN) campaign? When you choose to support UWSWMN you are supporting UWSWMN internal programs and local programs that are a vital safety net for our people living in the communities served by UWSWMN.

**Message 6:**

Hey there! So far, [X number or percent] of our colleagues have pledged to our United Way of Southwest Minnesota campaign. Still need to make your pledge? [If applicable]Here is the link [pledge link]. Please contact me if you need assistance with making your pledge.

Or

Hey there! So far we have reached [percent of goal] of our goal! Still need to make your pledge? [If applicable]Here is the link [pledge link]. Please contact me if you need assistance with making your pledge.

**Message 7:**

Just a reminder, if you haven’t pledged to our United Way of Southwest Minnesota (UWSWMN) campaign, please do so by [Campaign end date]. Together, we can truly demonstrate [Company name]’s commitment to the people living in the communities served by UWSWMN. [If applicable] Here is the link to pledge [pledge link]. Please contact me if you need assistance making your pledge.

Message 8:

Thank you to everyone who participated in our United Way of Southwest Minnesota campaign. Together our support is going to make a real difference for children and families in our local communities.