



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.

