**UNITED WAY OF SOUTHWEST MINNESOTA**

**Campaign Chat App Templates**

If your workplace uses a chat app, such as Slack, to communicate, consider using these message templates to share information about your workplace’s plans for your United Way of Southwest Minnesota campaign.

**Message 1:**

Hey Everyone! Just wanted to let you know that coming up on [Campaign start date], [Company name] will be launching our United Way of Southwest Minnesota (UWSWMN) campaign. This is a great way for all of us to get involved and make a difference in our local communities. Pledging is easy and if you get stuck you can ask me or another member of the campaign committee (list names) for help. The best part is when you choose to support UWSWMN you are supporting local programs that are a vital safety net for our community. More to come soon!

**Message 2:**

Today is the day!!! We are officially kicking off our United Way of Southwest Minnesota campaign. As incentive(s) for pledging, [List any incentives you are offering or any other fun campaign details]. [If applicable] Here is the link to make your pledge: [pledge link]. Please contact me if you need assistance with making your pledge.

**Message 3:**

Hello All! Now that we have officially launched our United Way of Southwest Minnesota (UWSWMN) campaign, I want to make sure everyone knows why we are doing this and why we make such a big deal about this at [Company name]. Here’s the thing. There is a real need in our local communities. Some of our friends and neighbors struggle to make it day to day and many families are one flat tire or one emergency room visit away from crisis. UWSWMN unites people like you and me around tough issues including health, education, financial stability, hunger and safety & well-being. Together we can make change on a scale no single individual or organization can do on their own.

Over the past year, our company’s support of UWSWMN has been a part of:

* $212,822 in grant funds being invested in local community partner programs that work to improve the lives of local people.
* An investment of $86,084 in UWSWMN internal programs including: Dolly Parton’s Imagination Library; Student Emergency Funds; Stuff the Bus school supply distribution, Fun in the Sun kits; Born Learning Trails; Little Red Bookshelf; and 1,000 Books Before Kindergarten.
* Distribution of over 56,000 school supplies in August, 2022 to 22 local schools to assist approximately 3,000 students.
* Over 2,200 local children ages birth to five years old receive an age and developmentally appropriate book delivered to their home on a monthly basis. Since UWSWMN began sponsorship in 2005, over 8,000 children have graduated from Dolly Parton’s Imagination Library program.

If you have any questions please do not hesitate to ask me!

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

All of us at [Company name] have the power to make change in our local communities. Please join me in lifting up others so they have a chance to succeed by making a donation to our United Way of Southwest Minnesota campaign. [If applicable] Here is the link [pledge link]. If you have any questions about how to pledge, please reach out to [Campaign Coordinator].

**Message 5:**

Hey there! Time for a United Way of Southwest Minnesota campaign update. So far, [X number or percent] of our colleagues have added their names to the list of [Company name] employees who have made a pledge to meet the needs of our local communities. 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! Time for a United Way of Southwest Minnesota campaign update. So far we have reached [percent of goal] of our goal! Still need to make your pledge to help meet the needs in our community? [If applicable] Here is the link [pledge link]. Please contact me if you need assistance with making your pledge.

**Message 6:**

Just a reminder, if you haven’t made a pledge to our United Way of Southwest Minnesota (UWSWMN) campaign, please do by [Campaign end date]. Together, I know we can drive participation even higher to truly demonstrate [Company name]’s commitment to the communities located in the UWSWMN service area. [If applicable] Here is the link to pledge [pledge link]. Please contact me if you need assistance with making your pledge. Remember, [List any company sponsored incentives].

**Message 7:**

Congratulations! Thanks to your support, [Company name]’s 2022 United Way of Southwest Minnesota’s campaign has raised $xxx,xxx.

Or

[If applicable] We set a company goal of [Company goal] and together we [achieved/surpassed] that goal! When we work together we make a change for those in need! Thank you to everyone who participated! [Information about company awards].

Or

[If applicable] We set a company goal of [Company goal] and together we almost reached that goal. We are currently at [percent or number towards goal]. We are going to extend the deadline, so if anyone hasn’t had the opportunity to pledge yet, or wants to increase their pledge, please contact me and I will help you.

Or

We see a real need in our community. By joining together and donating to the United Way of Southwest Minnesota (UWSWMN) campaign, we are part of the solution. Creating real change takes effort and commitment from each of us. I am so pleased to celebrate [Company name]’s collective contributions with all of you. Your hard work has had a tremendous impact on the UWSWMN efforts to improve the lives of every person in every community, every day of the year.