**United Way/CHAD Campaign**

**SMS (Text Messaging) Templates**

If your workplace uses texting to communicate rather than email, consider using these copy-and-paste messages to share information about your workplace’s plans for a community giving campaign.

Message 1:

Hey there! Just wanted to let you know that coming up on [CAMPAIGN START DATE], [COMPANY NAME] will be launching our United Way/CHAD Campaign. This is a great way for us all to get involved in our community and make a difference. Pledging is super easy and if you get stuck you can ask me for help. The best part is that when you choose to support the United Way Impact Fund or one of the United Way’s initiatives, you are supporting over 60 vital health and human service agencies that form a vital safety net of services for our community. More to come soon!

Message 2:

Today is the day! We are officially kicking off our United Way/CHAD Campaign. Here is the link to make your pledge: [EPLEDGE LINK]. See me if you need assistance making your pledge. As incentive(s) for pledging, [LIST ANY INCENTIVES YOU ARE OFFERING].

Message 3 (from CEO):

All of us at [COMPANY NAME] have the power to do good for our community. Please join me in lifting up others so they have a chance to succeed by donating to our United Way/CHAD Campaign. Here is the link to donate: [EPLEDGE LINK]. If you have any questions about how to pledge, please reach out to [CAMPAIGN COORDINATOR].

Message 4:

Hey there! Here is our United Way/CHAD 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 in our community. Still need to make your pledge? Here is the link: [EPLEDGE LINK]

Message 5:

Just a reminder, if you haven’t pledged yet for our United Way/CHAD Campaign, please do so by [CAMPAIGN END DATE]. Together, I know we can drive participation even higher and truly demonstrate [COMPANY NAME]’s commitment to Lincoln and Lancaster County. Here is the link to pledge: [EPLEDGE LINK] Reminder, [LIST ANY INCENTIVES YOU ARE OFFERING].

Message 6:

Congratulations! Thanks to your support, [COMPANY NAME]’s 2021 United Way/CHAD Campaign has raised $xxx,xxx. **[IF APPLICABLE]** We set a company goal of [COMPANY GOAL] and together we achieved/surpassed that goal! How exciting! Thank you to everyone who participated! [INFORMATION ABOUT COMPANY REWARD]. **[IF APPLICABLE]** We set a company goal of [COMPANY GOAL] and together we almost reached that goal. We are currently at [PERCENT OR NUMBER TOWARD 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.