**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! Coming up on [CAMPAIGN START DATE] we will be launching our United Way/CHAD Campaign. This is a great way for us all to give back and make a difference. Pledging is super easy and if you get stuck you can ask me for help. More to come!

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.

Message 3:

Need an incentive to give back to our United Way/CHAD Campaign? [LIST ANY COMPANY SPONSORED INCENTIVES]

Message 4 (from CEO):

All of us at [COMPANY NAME] have the power to do good for our community. Please join me in giving back by donating to our United Way/CHAD 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/CHAD Campaign? Consider giving to the United Way Impact Fund which supports all 64 agencies.

Message 6:

Hey there! So far, [X NUMBER OR PERCENT] of our colleagues have pledged for our United Way/CHAD Campaign. Still need to make your pledge? Here is the link: [EPLEDGE LINK]

Message 7:

Just a reminder, if you haven’t pledged yet for our United Way/CHAD Campaign, please do so by [CAMPAIGN END DATE]. Together, we can truly demonstrate [COMPANY NAME]’s commitment to Lincoln and Lancaster County. Here is the link to pledge: [EPLEDGE LINK]

Message 8:

Thank you to everyone who participated in our United Way/CHAD Campaign. Together our support is going to make a real difference for children and families in our community.