



## Email #1: CEO Email to Organization

From: [CEO of Organization] [email]

Subject Line: We're giving back to our community

Pre-header: [Organization name] and United Way Galveston County Mainland are working together to empower everyone in Galveston County

Dear [Organization] Team,

We are proud to announce that we are launching this year's workplace giving campaign to support United Way.

United Way Galveston County Mainland has been serving our community since 1955 with the mission of fighting for the health, education, and financial stability of every person in Galveston County. Last year alone, United Way Galveston County Mainland funded programs transformed the lives of nearly 41,000 families. These strategic programs are developed to build a strong community, transform lives and create opportunities for a good life for all.

Over the next several months, we will be offering opportunities for you to donate, volunteer and learn more about how you can participate in United Way's efforts to provide essential services to those most in need throughout Galveston County. On [Date], [Organization] will host its United Way Campaign Kickoff Event, and I hope that you will consider joining us there as well.

Our contributions to United Way Galveston County Mainland will provide housing and food for individuals and families, provide funding for mentor opportunities for students, and support services to abused and neglected children, along with many other essential needs.

[Name of Workplace Ambassador(s)], our Ambassador[s] for this giving campaign, will be providing you with the information you need to participate. You can reach out to [him/her/them] at [email] with any questions you may have.

Together with United Way, let's make a difference in Galveston County.

Sincerely,

[Name and Signature]



United Way Galveston  
County Mainland

[www.uwgcm.org](http://www.uwgcm.org) | 2800 Texas Avenue, Texas City, TX 77590



## Email #2: Ambassador email to organization

From: Workplace Ambassador [email]

Subject Line: Join [Organization] in lifting up our community

Pre-header: Here's how you can give to United Way Galveston County Mainland

Dear [Organization] team,

Our giving campaign for United Way Galveston County Mainland has officially begun!

All [Organization] donations support United Way's mission to fight for the health, education, and financial stability of every person in Galveston County through solutions in housing, education and economic mobility. [Organization] will be matching [x%] of every employee contribution, so your gift will go a long way in serving the most vulnerable members of our community.

As your Ambassador to United Way, I will be your point of contact for any questions you may have about how to participate in our campaign.

You can begin contributing to United Way today through the following methods:

### Drop-off

Giving forms will be available [insert specific location and/or process here].

### Auto-Deduction

If you'd like to make a recurring contribution to United Way Galveston County Mainland, you can set up an auto-deduction from your paycheck here: [insert giving portal url here].

You can reach out to me to learn more about this year's campaign and the difference your gift can make.

[Insert further specific events of [Organization's] workplace campaign here: kickoff events, volunteer opportunities]

Thank you for standing with us as we support United Way Galveston County Mainland's efforts.

Sincerely,

[Name and signature]



United Way Galveston  
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## Email #3: VITA Program

From: [Workplace Ambassador] [email]  
Subject Line: United Way providing free tax prep to low-income households  
Pre-header: Help United Way help the families in our community

Dear [Organization] team,

We've made great strides in our giving campaign to date. Let's keep up the momentum!

In 2020, United Way Galveston County Mainland empowered **144** households in Galveston County to improve their economic mobility with **\$192,345** in federal refunds and **\$49,938** in Earned Income Credit by providing free tax preparation services.



Each year, United Way Galveston County Mainland assists low-income families with refund-filing and free tax preparation through the **Volunteer Income Tax Assistance (VITA) program** so that our vulnerable neighbors can keep more of the money they earn.

With the support of volunteers in the VITA program, United Way Galveston County Mainland saved clients more than **\$25,000** in tax preparation fees in 2020. These are funds that will stay local in Galveston County and be better used for household expenses.

You can find information about the program and how you can get involved at [www.uwgcm.org/vita-program](http://www.uwgcm.org/vita-program).

The VITA program is funded by donations to United Way's annual campaign.

To learn more about other initiatives United Way Galveston County Mainland is doing to create economic mobility, visit [www.uwgcm.org](http://www.uwgcm.org).

Let's help United Way make it possible for all our Galveston County neighbors to experience financial stability and upward mobility.

Join [Organization] in supporting United Way Galveston County Mainland!  
MAKE A DONATION TODAY. [hyperlink to giving portal]

Sincerely,  
[Name and signature]



United Way Galveston  
County Mainland

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