



STATE EMPLOYEES' CHARITABLE GIVING CAMPAIGN SAMPLE E-MAILS, LETTERS AND QUOTES

Kickoff E-mail

United We Care -- The State Employees' Charitable Giving Campaign begins today and runs through _____. We have the opportunity each year to extend our public service commitment to help our neighbors and our communities every day, all year long.

Our agency's kickoff event will be (insert date, location, and details). This is our chance to join together to learn more about charitable giving process and the people and programs that have benefitted from our past contributions.

Making a contribution is fast and convenient.

The pledge form is located under the contribute tab on the State Campaign Web site at: <http://www.unitedwecare.idaho.gov>. It is an interactive form and can be printed; however, it can't be saved. It is helpful to print two copies – one copy to be submitted to me with and a second copy for your tax records.

The State Campaign Web site has a list of regional and national tax-exempt charitable organizations <http://www.unitedwecare.idaho.gov/donate/> or you may choose to contribute to a tax-exempt organization that is not on the list. If you choose one that is not listed, please include the organization name and contact information on the pledge form.

Contribution payments are also convenient. Contributors have the option of a one-time contribution (cash/check), receiving a statement (monthly, quarterly, or other frequency) from United Way, or having a payroll deduction (first, second, or every pay period) through the State payroll system.

As your campaign coordinator, I am here to help you with questions and contributions so please stop by, call or e-mail if you would like help.

With your help, we can make this year's campaign even better than last year's. Each contribution is important and I want to thank you in advance for your consideration of this opportunity to help others.

(Coordinator Name)

E-mail from your Agency's Director

This year's State Employees' Charitable Giving Campaign is our opportunity to contribute to organizations that help those in need here at home, across the country, and around the world.

Charitable organizations receive the majority of their contributions through payroll deductions. Workplace giving allows beneficiary organizations to spend more of your contribution dollars on their cause and much less on direct mail, advertising, and other fund-raising efforts.

I know that many of you give directly to the organizations of your choice, but giving through payroll deduction provides an opportunity to make affordable, regular contributions that require a once-a-year effort and designation. You may also make a one-time contribution designated to the organization of your choice during the campaign.

You exhibit dedication and commitment to serving the public every day and I thank you for all your efforts. The annual State Campaign gives us all an additional chance to extend our public service beyond contributions in the workplace. Please consider contributing so we can show that United We Care.

(Director's Name)

Follow-up E-mails

#1

Our agency has reached the
first week
mid-point
final week

of our Charitable Giving Campaign. Along the way, we have learned more about the different organizations who benefit from our contributions and have had some fun events.

Our final day for submitting a pledge form is _____. If you have any questions or need help with the form, please stop by, call, or E-mail me. I am glad to help whenever and wherever I can.

Thank you to each of you who have or will contribute your time money to this annual State Campaign. Your contribution will make all the difference to someone in need.

(Coordinator Name)

(If You Wish Include a Quotable Quote here – See Below for Sample)

#2

As our agency's State Employees' Charitable Giving Campaign Coordinator, I want to check-in with you to ask if you have visited the Web site <http://www.unitedwecare.idaho.gov>. If not, please take a minute to click on the link. Go to the contribute tab to find organizations that can benefit from your contributions. You can also read some incredible stories about how contributions have made a difference in the lives of people in our communities.

This year's campaign runs until _____.

(Coordinator Name)

(If You Wish Include a Quotable Quote here – See Below for Sample)

Final Week E-mail

We have just a few days until the close of the State Employees' Charitable Giving Campaign.

If you have not had a chance to review the online pledge option, now is the time. Go to <http://www.unitedwecare.idaho.gov> and click on the contribute tab and open the *Pledge Form*. It is an **interactive** form and can be completed and printed, however, it can't be saved. If you are able to contribute, please print two copies of the pledge form. One copy is to be submitted to me by _____ and the second copy is for your tax records.

Thanks to all of you who have given this year. Your contributions make a huge difference in the lives of friends and neighbors not only in our local communities but also in the nation and around the world.

(Coordinator Name)

(If You Wish Include a Quotable Quote here – See Below for Sample)

Employee Donor Thank You E-mails

#1

Thank you for participating in the State Employees' Charitable Giving Campaign this year. Our agency had great participation, and contributions exceeded (\$ figure will be provided). This is an increase of (% figure will be provided) over last year's total. Your generosity demonstrates that United We Care!

(Coordinator Name)

#2

A heartfelt thank you goes out to everyone who contributed to this year's State Charitable Giving Campaign. Your contributions will help make our communities and our world a better place to live. This year, Idaho State employees donated (\$ figure will be provided), an increase of (% figure will be provided) over last year's giving. This effort truly shows that United We Care!

(Coordinator Name)

#3

Hi _____

Thank you for your generous participation in the State Employees' Charitable Giving Campaign!

Your contribution will help support the services you care about and will benefit our community. Your generosity is truly appreciated and shows a continued concern for your friends and neighbors in Idaho.

If your contribution is 1/2% or 1% of your gross annual wages, you qualify for a Certificate of Appreciation to be awarded in early 2009. Please let me know if you would like to receive your Certificate of Appreciation publicly or if you prefer to receive it privately.

Thank you again for your wonderful contribution!

LETTER FOR PRESENTER - Thank You to Charity for Presenting

Thank you for agreeing to present information about the _____ program to our employees as part of the 20____-20____ Idaho State Employees' Charitable Giving Campaign! Our Brown Bag Luncheon series gives employees the opportunity to learn more about the community services supported by their contributions.

Your presentation at our Brown Bag Luncheon is scheduled for (Date and Time), at (Location). Your presentation time will be approximately 10 – 15 minutes. We welcome any informational materials that you have available and you may also want to have a volunteer signup sheet to circulate. A TV/VCR will be set up in the conference room. Please arrive at least ten minutes before your scheduled presentation to set-up displays or videos.

If you would like to provide program brochures in advance - by (Date) - we will make them available prior to your arrival.

Again, thank you for participating in our 20____- 20____ Idaho State Employees' Charitable Giving Campaign.

Please call or e-mail at if you have questions.

Sincerely,

QUOTABLE QUOTES

"We make a living by what we get, but we make a life by what we give." -- Winston Churchill

"It is every man's obligation to put back into the world at least the equivalent of what he takes out of it." -- Albert Einstein

"I have found that among its other benefits, giving liberates the soul of the giver." -- Maya Angelou

"Money is like manure; it's not worth a thing unless it's spread around encouraging young things to grow." -- Thornton Wilder

"You have not lived until you have done something for someone who can never repay you." -- John Bunyan

"No person has ever been honored for what he received. Honor is our reward when we give." -- Calvin Coolidge

"In the quiet hours when we are alone and there is nobody to tell us what fine fellows we are, we come some-times upon a moment in which we wonder, not how much money we are earning, nor how famous we have become, but what good we are doing." -- A.A. Milne

"Whatever you spend is gone. What you keep, someone else gets. What you give is yours forever." -- Dr. Wil Rose

"Success has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others." -- Danny Thomas

"I don't know what your destiny will be, but one thing I do know: the only ones among you who will be really happy are those who have sought and found how to serve." -- Albert Schweitzer

"I expect to pass through life but once. If, therefore, there can be any kindness I can show, or any good things I can do to any fellow human being, let me do it now, and not defer it or neglect it, as I shall not pass this way again." -- William Penn

"A bit of fragrance always clings to the hand that gives roses." -- Chinese Proverb