



FY2026 WORKPLACE CAMPAIGN | DIGITAL TOOLKIT

- [Email 1: CEO / Ambassador Email to Organization](#)
 - [Email 2: Mid-way Touch Point](#)
 - [Email 3: Thank You](#)
 - [Click here to download Banner Images](#)
-

Email 1

From: [CEO/Ambassador] [email]

Subject Line: United is the Way to Change Lives in Los Angeles



Dear [X],

At [COMPANY NAME], we believe in giving back to the communities where we live and work. That's why I'm proud to support our friends at United Way of Greater Los Angeles – and I'm inviting you to join me.

Every day, United Way – with the support of community organizations, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive, including:

- **Expand access to education and career opportunities** to hundreds of low-income, first-generation community college students connecting them to resources, mentorship and tools for success

- **Prevent homelessness** by providing food, housing, and utility assistance to people at-risk of becoming unhoused, including seniors and families
- **Build financial stability** by supporting small businesses and microentrepreneurs in neighborhoods like Pico-Union, North Long Beach, Willowbrook and San Fernando
- **Supporting wildfire recovery** by providing homeowners and renters with legal assistance and insurance support services, community healing events and rebuilding initiatives like the Pasadena City College's Constuction Career Program

Through your paycheck contribution, you help United Way of Greater Los Angeles create pathways from poverty to prosperity and send a message of solidarity and compassion to our neighbors most in need.

Together, we can make a transformative impact in our community.

Thank you in advance for your generous support!

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA LOGO]

unitedwayla.org | Find us on: [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

Email 2

From: [CEO/Ambassador] [email]

Subject Line: What makes change in Los Angeles possible? People like you!

Sub header: Have You Made Your Mark?



Dear [X],

For over 100 years, United Way of Greater Los Angeles has focused on harnessing the caring power of our community to help ensure that everyone can thrive. While the needs in Los Angeles are great, and the challenges are sometimes daunting, we at [COMPANY NAME] have the privilege of seeing the very best that our community is capable of. There's nothing more powerful than a group of people united to do good.

Last year alone, with the help of partners, volunteers, and donors like you, United Way of Greater Los Angeles was able to:

- Provide to over professional mentorship and financial assistance to **500 community college students** to cover basic needs
- Help **374 families/individuals** moved off the streets into affordable housing units
- Supported **280k+** families experiencing food insecurity
- Helped **10k** Southern California Edison customers, including seniors on fixed incomes, young families with children, and veterans, received one-time bill payments of up to \$200
- Supported **18k** households with utility assistance, in partnership with Southern California Edison and SoCalGas® through the **Utilities Assistance Program**

And we're not stopping there. Your support can help us continue tackling the biggest problems in Los Angeles. No challenge is too big for us to take on if we work united. Because when people unite to take action, transformational change is possible.

Give today and join us in creating more thriving communities for all.

With gratitude,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA LOGO]

unitedwayla.org | Find us on: [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

Email 3

From: [CEO/Ambassador] [email]

Subject Line:

Sub header:



Dear [X],

As our workplace campaign with United Way of Greater Los Angeles comes to a close, I want to personally thank each and every one of you for your generous participation.

Together, we raised \$XX to support critical initiatives addressing housing and food insecurity, financial stability and expanding access to college and career opportunities for every student. What an amazing achievement!

But our work doesn't stop here.

United Way offers year-round events and volunteer opportunities, allowing us to continue making an impact. I encourage you to stay involved and keep the momentum going as we strive toward a brighter, more equitable future for all Angelenos.

Together, let's continue building a stronger community, where every neighbor has a safe home, living wage, and a pathway to financial security.

Because, United is the Way™

Follow United Way of Greater L.A. [online](#), [Instagram](#) and [LinkedIn](#).

With heartfelt thanks,

[Name and Signature]

[ORGANIZATION FOOTER]

[UWGLA LOGO]

unitedwayla.org | Find us on: [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)