CAMPAIGN TEASERS

#1: Campaign Preview

**FROM:** Campaign Coordinator

**TO:** All Employees

**SUBJECT:** Let’s Show Up for ALICE!

Dear Colleagues:

[COMPANY NAME] is committed to supporting our communities, and we believe that one important way to achieve that mission is through our **corporate-wide United Way of Northern New Jersey campaign.**

Together, with United Way, we can work to advance the common good. **With your help, more neighbors will be able to navigate the long recovery ahead as they rebuild their lives.**

Even before the pandemic hit, **ALICE®** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) and poverty-level households were struggling to afford the basics. The pandemic only widened existing divides and set back ALICE essential workers even further financially.

**The best way to close this widening gap and help more people thrive is for all of us to Show Up.** That’s why we are excited for you and your colleagues at [COMPANY NAME] to join this year’s workplace campaign.

United Way of Northern New Jersey is investing in ALICE’s future in the workplace, at home, and across the community. **With your support, we can work toward a future where ALICE essential workers can afford to save for an emergency, access health care, and give their children the right start in life.** Because when we can secure racial and economic equity for ALICE, we can improve life for all.

**Show Up for ALICE by** [**donating online today**](https://www.unitedwaynnj.org/give-today)**. Then, let’s work together to make this our most successful workplace campaign.** If you have any questions, contact me at [EMAIL] or [PHONE].

Sincerely,

[Name]

Campaign Coordinator

#2: Campaign Launch

**FROM:** Campaign Coordinator

**TO:** All Employees

**SUBJECT:** People Are Still Struggling

Dear Colleagues:

Throughout United Way of Northern New Jersey’s five-county footprint, 29% of **ALICE®** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed and poverty-level households were already struggling to afford the basics even before the pandemic hit. For these families, the road to recovery post-pandemic will be a long one.

Living paycheck to paycheck. Then, financially battered by the pandemic. Now, struggling to keep up with inflation.

This is the ongoing crisis facing ALICE

**But you have the chance to make a difference for ALICE essential workers.**

When you give to our company’s workplace campaign, you’re helping United Way meet its goal of:

* **6,000 families** receiving free tax prep and filing services
* **2,300 family caregivers** gaining education & supports
* **5,000 school supplies and holiday gifts** being delivered to families and individuals
* **20,000 children** accessing quality early education and child care

Helping put people in our community on a path to financial stability is what United Way of Northern New Jersey does. Through our workplace campaign, we can help United Way ensure a racial and equitable future for ALICE.

**Show Up United for your neighbors who have been financially battered by the pandemic and are now struggling to keep up with inflation. ALICE deserves the opportunity to thrive.** With your support we can help people recover while rebuilding more equitable communities.

**No one person, organization, company or government can do this alone. We have to Show Up for each other.**

You can get started by making a [**one-time donation**](https://www.unitedwaynnj.org/give-today) or setting up a payroll deduction through [END DATE]. If you have any questions, contact me at [EMAIL] or [PHONE].

**How will you Show Up United for your community?**

Sincerely,

[Name]

Campaign Coordinator

#3: Campaign Final Push

**FROM:** Campaign Coordinator

**TO:** All Employees

**SUBJECT:** United We Can

Dear Colleagues:

**A stronger community where everyone thrives is possible. Together, United, we can make that happen.**

The pandemic exposed and exacerbated many challenges in our community, impacting **ALICE®** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed and poverty-level households the hardest. **If we act together, we can reimagine our region and rebuild resilient, equitable communities where everyone can thrive.**

This is possible with generous donors like you. **With your financial support, United Way can continue its work towards a future where ALICE essential workers can:**

* **Afford to save for an emergency**
* **Access health care**
* **Give their children the right start in life**

If you haven’t already, you can still make a [**one-time donation**](https://www.unitedwaynnj.org/give-today) or set up a payroll deduction. If you have any questions, contact me at [EMAIL] or [PHONE].

**Let’s show our neighbors what’s possible when we come together. United We Can. United We Will.**

Sincerely,

[Name]

Campaign Coordinator