

CAMPAIGN TEASERS

#1: Campaign Preview

FROM: Campaign Coordinator

TO: All Employees

SUBJECT: Live Your Purpose

Dear Colleagues:

[COMPANY NAME] is committed to making a difference in our communities, and we believe that one important way to achieve that mission is through our ongoing **support of United Way of Northern New Jersey**.

Together, with United Way, we can positively impact families and individuals who are experiencing financial hardship. The need is great.

According to United Way's latest research, **1.3 million New Jersey households struggle to afford life's basics**. Those in poverty and **ALICE® (Asset Limited, Income Constrained, Employed)** households living paycheck to paycheck have lost significant buying power as inflation has far outpaced wage increases.

No matter how hard these families work, they are priced out of financial stability.

United In Purpose, we can help. 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.

Live With Purpose. [Donate today](#) and help make this our most successful workplace campaign as we make a difference in the lives of ALICE workers. 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:

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

This is the ongoing crisis facing **ALICE**[®] (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed and poverty-level households).

Together, with United Way of Northern New Jersey, you have the chance to make a difference.

When you give to our company's workplace campaign, you're helping United Way of Northern New Jersey meet its goal of:

- **6,000 families** receiving free tax prep and filing services
- **2,400 family caregivers** gaining education & supports
- **5,000 families and individuals** obtaining school supplies and holiday gifts
- **30 home-based child care providers** receiving 3,500 hours of technical support

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.**

Get started by making a [one-time donation](#) or setting up a payroll deduction through [END DATE]. If you have any questions, contact me at [EMAIL] or [PHONE].

United In Purpose, we can improve life for ALICE and all.

Sincerely,

[Name]

Campaign Coordinator

#3: Campaign Final Push

FROM: Campaign Coordinator

TO: All Employees

SUBJECT: United In Purpose

Dear Colleagues:

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

According to United Way of Northern New Jersey's research, **1.3 million New Jersey households struggle** to afford the necessities, like rent or child care.

For **ALICE**® (Asset Limited, Income Constrained, Employed) households and those in poverty, the cost of living far outpaces wages. And financial stability remains out of reach.

If we act together, we can make a difference in the lives of ALICE and all, creating 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](#) 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 In Purpose.

Sincerely,

[Name]

Campaign Coordinator
