

Suggested email language for Coordinators

Send in final weeks of the campaign, active campaign ends May 16th. ePledge will remain available until May 30th.

Dear Colleagues:

The University's 2025 United Way Campaign is in the final weeks. If you have yet to make a pledge, I ask that you please consider making a donation. Our United Way works to create communities where all individuals can meet their most basic needs and feel empowered to create a better future. If everyone supported this community wide fundraising effort, what a change we could make collectively!

As our department's United Way Campaign Coordinator, I ask that you visit the University's campaign website: www.rochester.edu/unitedway for more information about the campaign, and to make a pledge. Pledge online via the ePledge link, or download a paper pledge form. Payroll deduction is a great option (deductions start in July 2025) but one-time gifts are helpful too. Gifts of all sizes make a difference and YOU are in charge of your donation.

Continuous pledge is a great option. Your payroll pledge will roll from year to year but can be modified at any time. Questions? Please contact the University's United Way Office at uwco@hr.rochester.edu.

Thank you for your consideration and generosity!

Signed, *Coordinator Name Here*

PS: If you have already made your pledge, thank you for your support! **Continuous Pledge Payroll Donors may view and, if desired, modify their current pledge on ePledge until May 1st 2025.** If you decide to change your pledge after May 1st, please send an email to the United Way Office at uwco@hr.rochester.edu and they will be happy to assist you.



HELLO,
CHANGEMAKER