

Suggested email language for United Way Department Champions to utilize

Send after online pledging is available (March 11, 2026)

The language below is also in the Department Champion training folder on the website, so you can “copy and paste” if you would like.

Dear Colleagues:

For over 100 years, United Way has had one purpose. Help people live better lives. Our United Way mobilizes this community so everyone can thrive. Thousands of partners, donors, volunteers and nonprofits collaborate to create lasting change. One in three people across our region are impacted by United Way-funded programs.

Each of us can help –ourselves, our neighbors and our community, through the University’s annual United Way campaign. What a difference we could make collectively if we all gave something! Workplace campaigns provide the foundation for our United Way’s work and donations big or small combine with others to improve lives.

As our department’s United Way Campaign Champion, I ask that you please consider a donation. Visit www.rochester.edu/unitedway for more information 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 2026) but one-time gifts are helpful too. Gifts of all sizes make a difference and YOU are in charge of your donation.

There are **four weekly prize drawings** for donors. If you pledge early in the campaign, you can be eligible for all of the drawings. Please see the prize listing on the website for more details.

Thank you for your consideration. **United is the Way.**

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 2026.** 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.

**UNITED IS
THE WAY.**

