**End of Campaign Thank-You #1**

Send #1, a general thank-you, right after your campaign closes.

SUBJECT: Thanks for Building a Strong Community

Dear [employee name],

Wow – that was an amazing United Way Giving Campaign!

The campaign just closed and I want to take a moment to say “THANK YOU!”

So many of you stepped up to give, advocate, volunteer and move our community into a healthier direction. Your caring, dedication and generosity reminds me of how important this work is.

[if you wish, insert a story or anecdote from the campaign]

I’ll be sharing results of the campaign soon along with specific thanks to people who pitched in and went the extra mile, but for now: thank you so much for working to build a stronger community. We are better together.

[Closing]

[Name]

**End of Campaign Thank-You #2**

Then, you can send the second one once you have all of your results to share the numbers and if needed, thank specific people who helped the campaign be successful.

SUBJECT: Thanks for an Amazing Campaign

Dear [employee name],

I promised that I’d share our United Way Giving Campaign results as soon as they were ready, and here we are!

[Organization name] employees donated a total of [xx] during this year’s Giving Campaign! That’s an increase of [xx] percent from last year.

[insert specific thanks, etc]

I know that this generosity will help to build a stronger community. Together, we can make an impact in the lives of all north Iowans

Thanks again!

[Closing]

[Name]