

**Your branded email header goes here**  
(250 x 1000 px)

**Your custom email body goes here**  
(or use our turnkey email series template located below)



Hi Abbey,

In the heart of our campaign this year lies a deeply personal sentiment: "This is our village." This theme honours the unique communities we each belong to, made up of our immediate family, extended relatives, and cherished friends. These are the people whose lives have been touched by chronic disease or major illness, often directly supported by the impactful work of one or more of our 17 member charities.

As we rally together for this cause, we are reminded of the profound importance of our efforts. We are not just raising funds; we are embodying the very message we champion daily—creating a healthier future for all Canadians. This campaign is a testament to our commitment, echoing the support and resilience of the villages we hold dear. Together, we are making a difference.

Donate with confidence through Charities At Work, knowing that your contribution will be convenient, secure, and private. Simply login and support the charities of your choice by clicking the link below.

Your gift holds immense value, whether it's investing in life-changing research, supporting programs and services, or enhancing the quality of life for your community's relatives and friends. Your generosity is deeply appreciated.

Access your personalized and secure giving page by clicking here.

*Please note: this link is unique to you and should not be shared with any other employees or donors.*

Sincerely,

HealthPartners

# TURNKEY EMAIL SERIES TEMPLATE

## Email 1: Campaign Launch

**Subject:** Today is the day, <fname>!

Dear [Team/Colleagues],

We are so excited to launch our workplace fundraising campaign, [Insert Name of Campaign], where we'll be supporting HealthPartners, a coalition of [17 national health charities](#), as well as [Insert Other Charity Name(s) *IF APPLICABLE*]*—*organizations dedicated to providing support to those living in [Canada/Quebec] who need it most. This is a chance for us to come together and give back to causes that really matter to our team.

Every donation, no matter the size, has the power to impact someone's life in a meaningful way. By giving back, we're investing in the well-being of our community and helping ensure that these organizations can continue their vital work.

To make giving simple, we are offering several different ways for our team to make an impact on our [fundraising page](#):

- 1. Payroll deduction**
- 2. One-time donation**
- 3. Monthly donation**
- 4. Vacation day donation**

*IF APPLICABLE:* Every little bit helps on our way towards [Insert Company Name]'s fundraising goal of [Insert Fundraising Goal (\$)].

*IF APPLICABLE:* Double your impact! [Insert Company Name] wants to make your generous donations work even harder. That's why we are **MATCHING** whatever you contribute to these important causes.

**Please follow this link to our fundraising page to donate today: [INSERT LINK] Please note: this link is unique to you and should not be shared with any other employees or donors.**

Let's unite in supporting the causes that matter most to us and make a real impact in our community.

[Your Name]

[Your Title]

## **Email 2: Mid-Campaign Momentum**

**Subject:** Let's keep this momentum going, <fname>!

Dear [Team/Colleagues],

Thanks to your generosity, we've made great progress in our [Insert Name of Campaign] fundraising campaign. But we're not done yet! There's still more we can do to ensure these important organizations can continue their great work.

By continuing to give, we can help HealthPartners help the 9 out of 10 people in Canada who are likely to be affected by chronic disease and major illness in their lifetime. *IF APPLICABLE:* We can also help [Insert Other Charity Name(s)] deliver [services, programs, research, etc.] to those in [Canada/Quebec] who need it most.

If you haven't had a chance to donate yet, payroll deduction is a simple and flexible way to contribute, but you also have the option to make a one-time donation, monthly donation, or even donate your vacation days!

Please follow this link to donate today: [INSERT LINK] **Please note: this link is unique to you and should not be shared with any other employees or donors.**

Let's keep up the momentum and show our commitment to the causes we believe in.

Thank you for your ongoing support!

[Your Name]

[Your Title]

## **Email 3: Final Week Push**

**Subject:** One more week, <fname> – We can do this!

Dear [Team/Colleagues],

We're entering the final week of our [Insert Name of Campaign] campaign, and there's still time to make a big impact. Our support of HealthPartners [and (Insert Other Charity Name(s) *IF APPLICABLE*)] is making a real impact in the lives of our friends, family members, neighbours and colleagues.

This is our last chance to rally together and give back to the causes that help make our community stronger. *IF APPLICABLE: I know we can hit our fundraising goal of \$XXXX!* If you haven't had a chance to donate yet, don't worry, there's still time! You can use this link [\[INSERT LINK\]](#) until [\[insert final date and time donations will be closed\]](#). **Please note: this link is unique to you and should not be shared with any other employees or donors.**

Remember, we have multiple ways of contributing: payroll deduction, a one-time donation, monthly donation, or vacation day donation. Every contribution, no matter how small, adds up and supports the essential work of these organizations.

[When they ask you what you did at work today, say you changed a life. Donate today: \[INSERT LINK\]](#)

Let's come together in these final days and finish strong.

Thank you for all that you do!

[Your Name]

[Your Title]

#### **Email 4: Campaign Conclusion and Thank You**

**Subject:** <fname>, this is incredible!

Dear [Team/Colleagues],

As our [Insert Name of Campaign] campaign comes to a close, I want to personally thank you for your generosity and dedication. **Together, we've raised \$XXXX** in support of HealthPartners [and (Insert Other Charity Name(s) *IF APPLICABLE*)].

HealthPartners has asked if you could kindly take a few minutes of your time to complete their survey regarding your experience participating in a workplace giving campaign.

[BUTTON link to survey](#)

Thank you again for your incredible support. By coming together, we've made a real difference in our community by backing the causes that matter most to our team.

[Your Name]

[Your Title]