**State of Wisconsin Combined Giving Campaign “Beginning/Middle/End” Email Campaign**

**Instructions:**

*Thank you for running a campaign this year. Please use the following emails to educate your employees and/or colleagues about the participating charities and encourage them to be involved in your company’s campaign.*

*We suggest communicating campaign dates, activities and additional logistics prior to these emails or at the bottom of your signature so your team is aware of the campaign and how they can participate. These emails are a tool to help encourage participation but work best in tandem with other campaign best practices.*

*Please note: some of these emails may contain links to YouTube and/or other websites. If your company blocks either of these sites, the links will not work for your employees.*

**How to use the email-a-day campaign:**

1. Copy and paste the “Email Subject” into the subject line of a new email
2. Copy and paste the text below the “Email Subject” into the body of this new email
3. Send to all employees
4. Send the 1st email on day 1, 2nd halfway through your campaign, and the 3rd on the last day of your campaign.

**Email #1- Day 1 of campaign**

EMAIL SUBJECT: What is “My Why”?

When you think about making a charitable donation - be it $10, $25, $100, or more - how do you decide where to give? Why do you decide to give?

With so much going on in our world, it can be hard to know where to start or how to help. Our advice: go with your heart.

Do you have a passion for animal rescue?

Or how about issues impacting the environment and health of our planet?

What about making sure every child has access to a quality education?

One of the benefits of giving a charitable gift through the State of Wisconsin Employee Combined Giving Campaign is the element of choice- there are hundreds of charities to choose from, and the choice is yours which causes to support.

Animal rescue? There’s a charity for that. Preserving our Great Lakes? There’s a charity for that. Ensuring everyone in our community has a meal? You better believe there are *many* charities for that!

This year’s campaign will run **today through Friday November 13th.** We encourage you to look through the attached list of charities taking part in this year’s campaign, consider your “why” and give to the organization or organizations addressing those causes you most care about.

Because when we work together, we’re all better!

Sincerely,

*Department Head or Coordinator*

*Ready to donate? Head over to <http://www.givingnexus.org/_secc> to make your gift online today!*

**Email #2- Halfway through Campaign**

EMAIL SUBJECT: Easy Peasy Giving

We want giving to be a simple and joyful experience (as it should be)! One of the benefits of giving through the State of Wisconsin Combined Giving Campaign is the option for payroll deduction. You can select for your gift to be spread out across your 2021 paychecks. What could this look like?

**$26 gift-** $1 per paycheck

**$50 gift-** $1.92 per paycheck

**$100 gift-** $3.85 per paycheck

**$250 gift-** $9.61 per paycheck

**$500 gift-** $19.23 per paycheck

You can also give to multiple organizations through this one yearly pledge. Choose as few or as many charities as you want to divide your gift amongst.

We want you to be able to give to the causes you most care about.

The choice if yours!

To make your gift today, visit [www.givingnexus.org/\_secc](C:\\Users\\mfeldmeyer\\Documents\\City\\www.givingnexus.org\\_secc)

Sincerely,

*Department Head or Coordinator*

**Email #3- Last day of the campaign**

EMAIL SUBJECT: Our CommUNITY is better because of YOU!

On this last day of our campaign, we want to give a big THANK YOU to everyone who participated in this year’s campaign. Each and every dollar raised is so very appreciated by the charities that receive them, and will go to good use in making Milwaukee & Waukesha a better, stronger place for all of us to be a part of.



If you haven’t given yet, you still have a chance- our giving portal is open and available to accept gifts at www.givingnexus.org/\_secc and will remain open in the coming days.

Stay tuned to find out our department’s final total and what the State of Wisconsin raised this year, and thank you once again for giving back to our community-in ways above and beyond what you already do as a State employee.

Sincerely,

*Department Head or Coordinator*