**Sample Script – Thank You Calls – ECM to ECM Spring 2016 V2**

**Voicemail Script:**

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| Hello!  This is [Name] and I am calling from [Company] on behalf of United Way of Greater Richmond & Petersburg ECM Advisory Council. |
| * I am just calling to say THANK YOU for your support and dedication to the 2015 United Way Campaign! * I also (have) serve(d) as a Campaign manager at my workplace, and I know firsthand just how vital your efforts are to the success of United Way. Your hard work enables thousands of people here to receive help in our community. * We would also like to let you know that our ECM LinkedIn page is up and running. If you are on LinkedIn, you are invited to join and connect with ECM’s all over the area in the *United Way Greater Richmond & Petersburg Employee Campaign Managers* Group. You can search under that title and it should pop up. * If you ever have any questions or concerns, please don’t hesitate to call me at [number] or your Relationship Manager (RM name) at 804-771-5820. * We really appreciate your hard work! We could not achieve the results we do without you. Thanks again! Goodbye! |
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| **Sample Email**  Dear:  On behalf of the Employee Campaign Manager (ECM) Advisory Council, I would like THANK YOU for your dedication and service to the 2015 United Way Campaign. Because of your efforts, and the efforts of so many like you, we are able to improve the lives of thousands here in the Greater Richmond and Petersburg Metro areas.  86,000 people a year count on United Way donors to help them thrive rather than merely survive. Together, we have had amazing successes, including:  • In Petersburg, we’re helping to lower teen pregnancy – last year saw a 30% reduction!  • Across the region, we’ve expanded home visiting, a rigorous model of parental support that prevents child abuse virtually 100% of the time.  • With United Way support and leadership, our region has created a pathway out of homelessness for veterans by functionally ending veteran homelessness.  • Last year United Way’s own Metrocash, a volunteer free tax-assistance initiative, helped 3,000 low-income families access a combined $3,000,000 in tax refunds.  As a fellow Employee Campaign Manager, I know that your support is vital to the success of United Way. Please join our LinkedIn group for Employee Campaign managers to connect with other ECMs throughout the area. You can find the group here: [LinkedIN United Way Of Greater Richmond & Petersburg Employee Campaign Managers](http://www.linkedin.com/groups?gid=6510820&trk=my_groups-b-grp-v)  Thank you for all of your hard work and commitment to the 2015 United Way Campaign.  Sincerely, |