**Email Templates**

1. **Introduction Email:**

**Subject:** United Together for [city or region] in our United Way Campaign

**Body:**

**[insert photo header here]**

[Company Name]’s United Way Campaign starts today!

Today we invite you to stand with us, United Together with [Local UW name] for the heatlh, education, and financial stability of all [city or region].

Help everyone in our community get the chance they deserve.

You might feel like it’s impossible to tackle issues like poverty, hunger, or homelessness, but your United Way gift can join with others to solve those big challenges on a scale no single organization, or individual, can accomplish on their own.

This is your chance to live a life of purpose and compassion. This is your change to lift others up here in [city or region].

What does United Way do? Learn More [hyperlink to website].

Campaign Dates: \_\_\_\_\_\_\_ to \_\_\_\_\_\_\_

How to Give: [link to epledge if applicable] or list here how to get a pledge form from your company. If your company offers a match, mention it here. You can also include information about your campaign goals.

Company’s Campaign

Campaign Theme: add if applicable

Add dates for campaign rallies, bake sales, potlucks, raffles, etc. Make sure to mention incentives, such as jean days, early outs, lunches, etc.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You have the power to do good. United Way can amplify your impact.

Together, [Company Name] LIVES UNITED.

Thank you,

[CEO or WIC Signature]