Sample E-mail Messages:

Kick-off e-mail
Today is the beginning of the United Way campaign at Company Name and we are asking you to join the fight to improve the health, education and financial stability of every person in our community. Together, we will create a stronger, safer place for everyone.

United Way, along with their 38 partner programs at local non-profits, will use your gift to feed a hungry child, shelter an abused woman, counsel a man struggling with depression, help an elderly resident remain in their home and so much more. You will make a difference for thousands of people in our community with your gift—and a gift of $52 or more will qualify you for the 2022 Sweepstakes!

Thank you for considering a gift to help your community thrive.

[e-mail signature block from sender block]
Sender options: Company CEO, Company Campaign Leader or UW

Reminder e-mail
Together we will fight for the Health, Education and Financial Stability of every person. When YOU give to United Way, YOU change the community for the better. Support YOUR community by giving now.

Your contribution will be invested in programs and services that meet the most pressing needs in our local community. YOU can make a difference. A gift of $52 or more annually qualifies you for the 2022 Sweepstakes.

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Sender options: Company CEO, Company Campaign Leader or UW

Closing e-mail
There are only 2 days remaining for you to participate in the 2021 United Way Campaign. The deadline for online pledging is …

Remember that when you make a contribution to United Way, you become a partner for a stronger community, helping to find long-term solutions to essential health and human service needs. A pledge of any amount will help.

When you reach out a hand to one, you influence the condition of all.

Thank you for supporting United Way.

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Sender options: Company CEO, Company Campaign Leader or UW