

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 [2021 Sweepstakes!](#)

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

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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 [2021 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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