**Welcome Message on Website (Local):**

We all want to be able to take care of ourselves and our families. That means having a place to call home, food on the table and a community that can provide opportunities.

*But the reality is that 40 percent of Michiganders struggle to make payments on basic and essential expenses — even with income*. Nearly half of us are just one job loss, illness or car accident away from real hardship.

And when Michigan families struggle, we are all impacted.

That’s why we support United Way — because a gift to United Way goes further.

United Way helps its nonprofit partners work more efficiently, making sure people have access to the basic essentials while creating new programs to address longstanding problems through its Education, Economic Prosperity and Health focus areas.

And the money you give stays right here in our Southeastern Michigan community.

We're proud to partner with United Way for Southeastern Michigan, and we hope you will join us by making your own online contribution today.

Sincerely,

Executive Name

Title

**Pre-Campaign Email (Local):**

**Sent to**: All Employees

**Date**: At least two days prior to the kickoff date.

**Subject**: Making an impact

We’re proud of the work we accomplish at %CompanyName%. And it’s the work *you* do every day that makes us great.

As a business leader, we know that we have a key role to play in our community’s success. That’s why we partner with United Way for Southeastern Michigan — it’s the only nonprofit that can bring all stakeholders together to do what no single organization can do alone.

United Way believes that every child deserves the right start in life. By offering parents and young children opportunities to learn together, nutritious meals and college preparation and technical training for high school students, United Way makes sure kids grow up healthy and strong.

And while they create new solutions to solve longstanding problems, they work to make sure more people have access to the basics, like food and shelter.

That’s work we can all stand behind, and your gift can make it all possible.

Today, I’m asking you to support these efforts by contributing to United Way in our annual campaign. We can only create true change when we work together.

On <**KICKOFF DATE**>, you will receive a website address and a personal ID to log in to eWay to donate.

I hope you will join us in Living United.

Thank you,

Signed by the CEO or Campaign Coordinator

**Campaign Kickoff Email (Local):**

Sent to: All Employees

Date: Day of Kickoff

Subject: United Way kickoff!

Today we’re kicking off our annual United Way for Southeastern Michigan giving campaign!

United Way is a longstanding, trusted community partner, and together, we are making a difference. Last year, generous donors like you made real impact in the lives of our friends and neighbors. Here are just a few highlights:

* More than 1.5 million healthy meals were served to children during the summer.
* 30,000 families avoided utility shutoffs during the coldest months.
* More than 8,500 students had access to college and career preparation opportunities.

Your support is changing lives.

Please visit United Way’s eWay site with the following login information to make your donation now.

Website address: [donor.truist.com](https://donor.truist.com/)

Campaign Code:

Your User ID: %UserName%

Password: %Password%

Thank you for your generosity,

Signed by the CEO or Campaign Coordinator

**Reminder Email (Local):**

Sent to: non- respondents

Date: Seven or eight days before the campaign ends.

Subject: Asking for your support

Each year, we campaign for United Way for Southeastern Michigan. As our trusted partner, United Way has proven to be an essential organization when it comes to changing lives for the better throughout our community.

United Way believes that we all have a role in making Southeastern Michigan a great place to live, work and play.

We agree.

When you give to United Way:

* You help parents and caregivers access free resources to support their children in entering kindergarten prepared to learn.
* You ensure that children have healthy meals so they can grow up strong.
* You help students gain real-world experience through career training and job shadowing so they graduate prepared for college and a career.
* And you help families access budget coaching, tax preparation services and job training to reach financial stability and stay there.

Whether we are aware of it or not, we all know somebody who is struggling. Your gift doesn’t just give them hope — it gives them results.

To donate to United Way, please visit [donor.truist.com](https://donor.truist.com/) and log in with the following information:

Campaign Code:

Your User ID: %UserName%

Password: %Password%

Thank you,

Signed by the CEO or Campaign Coordinator

**Last Chance Email (Local):**

Sent to: non-respondents

Date: A day or two before your campaign ends.

Subject: Will you join us?

The response to our United Way giving campaign has been remarkable and

reinforces how generous our employees are to our community — the place we call home.

I hope you will join your team by contributing to our United Way campaign before it ends. Every dollar you give stays in our community and supports a child and family in need.

Make your pledge today. Learn more by visiting the United Way site with the login information below:

Website address: [donor.truist.com](https://donor.truist.com/)

Campaign Code:

Your User ID: %UserName%

Password: %Password%

Thank you,

Signed by the CEO or Campaign Coordinator

**Confirmation Email (Local):**

Thank you for your gift! By contributing to our community through United Way, you’re joining a committed group of people who are coming together to solve important issues. That's what it means to Live United. I am grateful for your support.

Learn how your gift makes a difference: UnitedWaySEM.org/MyGiftMatters.

For your records, here is a summary of your pledge:

* Donation Type: %DonationType% (%DonationAmountType%)

* Gift Amount: $%TotalGift%

* Designation(s): %DesignationsDollars%

United Way sincerely appreciates and recognizes your contribution, as do I. Thank you again!

Executive Name  
Title