**2020 Campaign Solicitation Email Copy  
(Localized)**

Email Copy

**Email 1 (pre-campaign, two days prior to kickoff)**

Subject: Let's Stand United  
Body:

[NAME],

At <COMPANY NAME>, we all want to see our region thrive — but even before the pandemic began, many of our friends and neighbors were falling behind. And with COVID-19 causing a significant increase in unemployment, we know many more are struggling now. In every community, households can’t afford basic necessities like food, housing and child care. These individuals and families at times face a difficult choice: Do I pay the utilities to keep the heat on, or do I buy groceries to feed my family?

Difficult days are still ahead for Michigan, but we will get through this. We will recover. And we’ll do it together.

You can make a difference, and our upcoming United Way campaign makes it easy! Together, we can help United Way advance the common good in communities across the world. With your help, we will build communities in Southeastern Michigan where all households are stable and every child can thrive.

I hope you’ll join us to raise funds for the community and have some fun in the process.

[Click here to log in and make your pledge today](https://recipe2019.uwsem.stratuslive.com/Admin/Contents/Edit/%7BContent.Contact.User.InitialLogin.Absolute%7D).

Let’s Stand United and change lives together.

[SIGNATURE]

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**Email 2 (Kickoff email)**

Subject: It's here!  
Body:

[NAME],

Today’s the day YOU make a difference. Our annual United Way for Southeastern Michigan giving campaign starts now! Let’s Stand United.

<COMPANY NAME> is proud to team with United Way each year. We Stand United for **children and students** who need our support to grow, learn and thrive. We Stand United for **families**that struggle to meet their basic needs.  And we Stand United for **our community**as we work together to recover from this crisis and find a new way forward.

United Way creates positive and sustainable change in Southeastern Michigan. But they can’t do it without your help. Let’s make a difference together.

[Click here to visit our campaign website](https://recipe2019.uwsem.stratuslive.com/Admin/Contents/Edit/%7BContent.Contact.User.InitialLogin.Absolute%7D). There, you can learn more about what United Way does and make your pledge.

Thank you for your consideration. Let’s have some fun and support this great cause!

[SIGNAURE]

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**Email 3 (reminder email to non-responders)**

Subject: It's not too late!  
Body:

[NAME],

When COVID-19 struck Southeastern Michigan, United Way was there. The organization launched its COVID-19 Community Response Fund, which raised nearly $35 million between mid-March and the end of July.

Every cent raised went directly toward helping people impacted by the virus. Grants were distributed to nonprofit organizations, allowing them to keep their doors open and continue to connect those in need with crucial services like housing, health and child care.

Click here to learn more about the impact United Way has had throughout the COVID-19 pandemic. (link to: <https://unitedwaysem.org/get-involved/give/covid-19-donation-page/covid-19-impact/>

United Way’s 2-1-1 has also been there to answer the call. Between mid-March and the end of July, 47,495 people contacted the 2-1-1 helpline in Southeastern Michigan and were connected to resources to help meet their basic needs.

United Way is there when members of community need them most. But they can’t do it without your support.

Your donation to United Way helps families meet their basic needs and helps prepare children for what may be an unusual year of school. Our United Way campaign is nearing its end, but there’s still time to make your gift and help those suffering the most through the pandemic. Let’s Stand United for our community.

Will you join us today? [Please take a moment to make your gift](https://recipe2019.uwsem.stratuslive.com/Admin/Contents/Edit/%7BContent.Contact.User.InitialLogin.Absolute%7D).

[SIGNATURE]

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**Email 4 (Last chance email)**

Subject: Will you join us?  
Body:

[NAME],

It’s not too late to change lives!

Our United Way for Southeastern Michigan giving campaign ends today. The generosity of <COMPANY NAME> employees during this campaign has been inspirational. A total of XXXX of your colleagues have made the choice to Stand United. Will you join them today and help us make an even bigger impact?

United Way strives to build communities where all households are stable and every child can thrive. But they can’t do it alone. United Way supporters like you provide the power the organization needs to continue to make a difference for individuals and families. Your support will help more families meet their basic needs. You’ll help more children prepare for school, and you’ll help equip more people with the skills and resources they need to build a better life.

United Way can’t do it without the support of <COMPANY NAME>. [Please consider making a gift before our campaign ends](https://recipe2019.uwsem.stratuslive.com/Admin/Contents/Edit/%7BContent.Contact.User.InitialLogin.Absolute%7D).

Thank you,

[SIGNATURE]