2022 Campaign Solicitation Email Copy (Localized)

Email Copy

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

Subject: Let’s Light the Way to a better future
Body:

[NAME],

Times are tough for many families in Southeastern Michigan. Costs are up. Some protections that were in place during the pandemic have expired. And even before these changes, more than one in three households in our region struggled to afford basic needs like food, housing and child care.

Many of these families may not even know where their next meal will come from, let alone how to build a better life for themselves and their families. But <COMPANY NAME>’s United Way campaign can help change that.

Your support makes a difference. Over the past year, thanks to United Way donors like you:

* United Way’s 2-1-1 helpline answered nearly 250,000 calls, chats and texts, referring people to vital services like food, housing and utility assistance.
* A total of 1,065 families were connected with local quality, affordable child care as United Way’s Connect4Care Kids program expanded to all of Wayne County.
* More than 60,000 books went home with children through United Way’s My Home Library program.
* United Way’s Racial Equity Fund invested $1 million in 22 organizations making an impact in local Black, Indigenous and people of color (BIPOC) communities.

Your gift ensures that families can find help when they need it most. Together, we can advance equitable communities in Southeastern Michigan where all households are stable and every child can thrive.

Join hundreds of your colleagues in making an impact in Southeastern Michigan. [Click here to log in and make your pledge today](https://recipe2019.uwsem.stratuslive.com/Admin/Contents/Edit/%7BContent.Contact.User.InitialLogin.Absolute%7D).

Thank you.

[SIGNATURE]

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**Email 2 (Kickoff email)**

Subject: Our United Way campaign starts today!
Body:

[NAME],

Ready for some fun?

Our annual United Way giving campaign starts today!

Today’s a special day. Our annual United Way for Southeastern Michigan giving campaign starts now! This year, we’ll focus on the ways we can Light The Way to a better future when we are United toward a common cause

<COMPANY NAME> is proud to partner with United Way each year. As a community, we Live United to ensure that students go to school with full backpacks and full bellies — ready to learn and grow. And we work to help families put food on their tables today, as well as get the support and guidance they need to become financially stable.

United Way is uniquely positioned to put resources where they’re needed most, making dollars go further toward solving our community’s most pressing issues — like childhood hunger, homelessness, and illiteracy. In the past year, they have helped more than 9,000 families with utility assistance and another 10,000 with housing assistance, helping families in our region keep the lights and heat on, and stay in their homes. But they can’t do it without your help.

[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 to improve outcomes for individuals and families in our region.

Thank you for your consideration. Join us today and help Light The Way to a better future for our community!

[SIGNATURE]

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

Subject: It's not too late!
Body:

[NAME],

Why do you Live United?

In every community in our region, there are individuals and families that struggle to meet their basic needs. When families can’t meet their needs day to day, that puts them dangerously close to real crisis — skipping important medical procedures. Losing their job. Even Losing their home.

At [COMPANY NAME], we’re committed to making a difference in our region. That’s why we team up with United Way for Southeastern Michigan every year.

United Way works to advance equitable communities where all households are stable and every child can thrive. They do it through programs like:

* 2-1-1, a helpline available 24 hours a day to connect callers facing crisis to resources like food, utility assistance and housing.
* Connect4Care Kids, which expanded this year to all of Wayne County, connecting 1,065 additional families with local quality, affordable child care this year.
* The Racial Equity Fund, which invests in organizations with Black, Indigenous and people of color (BIPOC) leadership to build real, equitable change.

Our campaign is quickly coming to a close. Will you give today to make a difference in our region?

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

Join us. Let’s all do our part. Together, we can Light The Way to a better future for individuals and families in our region.

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: LAST CHANCE: 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 participate in our campaign. Will you join them today and help us make an even bigger impact? Let’s Light The Way to a better future for our community.

United Way works to advance equitable 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.

Last year, your support helped United Way reach a goal of $40 million raised. Every single dollar makes a difference in our community, helping families right here in Southeastern Michigan afford their basic needs and prepare their children for school. Your gift helps 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]