**2024 Campaign Solicitation Email Copy**
**(Localized)**

**Welcome Message (to be displayed on the homepage of the campaign website)**

Let’s make a difference together and help hundreds of thousands of Southeastern Michigan residents in need.

**<COMPANY NAME>** and United Way for Southeastern Michigan Light The Way to a better future. Last year, your support helped United Way’s 2-1-1 helpline connect more than 175,000 callers with lifesaving resources in times of crisis. And through advocacy and investment, you also help United Way create the sustainable, long-term changes needed to build stronger, more equitable communities. Your gift helped us provide more than $4.4 million in funding to 68 organizations focusing on basic needs last year.

Did you know that 42 percent of households in Southeastern Michigan struggle to afford basic needs? An unexpected medical emergency like a cancer diagnosis, a broken leg or a lingering flu could plunge a family into crisis, like hunger, homelessness or even worse.

By donating to United Way, you can change that. Your dollar stays right here in Macomb, Oakland, Washtenaw and Wayne counties, helping families out of crisis to stability and toward prosperity.

Our partnership allows us to be a force for growth and prosperity in the communities where we live and serve. Your generosity enriches lives. Your gift will help United Way create real, lasting change for our neighbors here in Southeastern Michigan. Click the Give Now buttons on this page to get started!

**Email 1 – Pre-Campaign**

**\*Send Date:***(send two days prior to campaign kickoff)*
**\*Subject:** *(Let’s Light the Way to a better future)*
**\*Sender Email:** *(No-Reply@unitedwaysem.org)*
**\*Sender Name:***(United Way)*

**Body:**

{FirstName},

Times are tough for many families in Southeastern Michigan. Data shows that the number of households that struggle to afford basic needs like food, housing and child care is on the rise.

Now, 42 percent of households in Macomb, Oakland, Washtenaw and Wayne counties are struggling. Many of these families may not even know where their next meal will come from, let alone how to build a better life. But **<COMPANY NAMES>**’s United Way campaign can help change that.

Your support makes a difference. Over the past year, thanks to United Way donors like you, 37,552 books went home with students through United Way’s My Home Library program. This support helps children like Makai, an Erickson Elementary School student who happily danced in a circle, unable to contain his excitement about the books he selected.

“Oooo I can’t wait to read these— I’m so excited, and I don’t have to pay,” Makai said. “This is like $3,000 worth of books!”

Makai’s five books may not quite have been worth $3,000, but all told, United Way for Southeastern Michigan is projected to invest more than $130,000 into these fairs this year.

Your support makes it all possible. Together, we can advance equitable communities in Southeastern Michigan where every child can thrive.

Join your colleagues in making an impact in Southeastern Michigan.

Thank you.

**{Signature}**

**Email 2 – Campaign Kickoff**

**\*Send Date:**(*send the morning the campaign begins)*
**\*Subject:** *(Our United Way campaign starts today!)*
**\*Sender Email:** *(No-Reply@unitedwaysem.org)*
*\****Sender Name:***(United Way)*

**Body:**

{FirstName},

**<COMPANY NAME>** is proud to partner with United Way. Today is one of our favorite days of the year — our annual United Way giving campaign starts today! Get ready for **<##>** days of fun and impact!

Throughout this campaign, we’ll focus on how we can Light The Way to a better future when we are united toward a common cause.

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, United Way has assisted more than 420,000 people with food, health care and housing, helping families in our region keep the lights and heat on, and stay in their homes. But it's not possible without your help.

Click here to visit our campaign website. 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! Please follow these quick steps to sign in and make your pledge:

1. Navigate to the link above.
2. Enter your work email address.
3. If you have used the site in previous years, you should be taken to a page to enter your password. Click Log-In and you will be logged in to the site.
4. If you are new to the site:
* Enter your work email as the username and business email.
* Enter in your desired password (please note the password must have a minimum of 8 characters and include at least one alphanumeric character, a digit, and a lowercase and uppercase letter (e.g., Password21!)).
* Click Sign Up.
* You will be sent an email from StratusLIVE asking you to confirm your email address. If you do not see this email, check your junk folder.

Thank you for your consideration. Let’s support this great cause!

**{Signature}**

**Email 3 – Reminder**

**\*Send Date:***(send a few days to one week after campaign begins to employees who have not given)*
**\*Subject:** (*It’s not too late!)*
**\*Sender Email:** *(No-Reply@unitedwaysem.org)*
**\*Sender Name:***(United Way)*

**Body:**

{FirstName},

At **<COMPANY NAME>,** we Live United. 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.

In every community in our region, there are individuals and families that struggle to meet their basic needs. Individuals like Arikka, who was having transportation issues and struggling to get back and forth to her job. She got connected to United Way’s Ride United program, which provided free rides to her workplace.

“Even though Ride United was a short-term solution, it was perfect for me,” Arikka said. “By saving money on my travel to work, I was able to purchase my own car.”

When families can’t meet their needs day to day, that puts them dangerously close to real crisis, and situations can quickly spiral. For example, if Arikka lost her job, she also would have lost her daughter Nahla’s daycare placement. Arikka had been concerned about her daughter’s speech, but with the help of daycare, Nahla is now the most talkative kid in the class. Your support makes this possible.

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. Follow these quick steps to sign in and make your pledge:

1. Navigate to the link above.
2. Enter in your work email address.
3. If you have used the site in previous years, you should be taken to a page to enter your password. Click Log-In and you will be logged in to the site.
4. If you are new to the site:
* Enter your work email as the username and business email.
* Enter in your desired password (please note the password must have a minimum of 8 characters and include at least one alphanumeric character, a digit, and a lowercase and uppercase letter (e.g., Password21!)).
* Click Sign Up.
* You will be sent an email from StratusLIVE asking you to confirm your email address. If you do not see this email, check your junk folder.

**{Signature}**

**Email 4 – Last Chance**

**\*Send Date:***(final day of campaign to employees who have not given)*
*\****Subject:** *(LAST CHANCE: Please join us)*
**\*Sender Email:** *(No-Reply@unitedwaysem.org)*
**\*Sender Name:***(United Way)*

**Body:**

{FirstName},

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. Will you join your colleagues 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.

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 support helps people like Preston, a fifth-grader at Stevenson Elementary School, who participated in United Way’s annual STEMpossible event. There, he joined 700 other fourth- and fifth-graders for hands-on learning about science, technology, engineering and math.

“I’m building Batman’s cave, but it’s rainbow so nobody even knows he is living there,” Preston said, gleefully humming a building tune made up by his trio of friends. “I like building stuff and doing stuff, and not just sitting and being bored for hours.”

Your gift helps equip more people like Preston 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. Please follow these quick steps to sign in and make your pledge:

1. Navigate to the link above.
2. Enter in your work email address.
3. If you have used the site in previous years, you should be taken to a page to enter your password. Click Log-In and you will be logged in to the site.
4. If you are new to the site:
* Enter your work email as the username and business email.
* Enter in your desired password (please note the password must have a minimum of 8 characters and include at least one alphanumeric character, a digit, and a lowercase and uppercase letter (e.g., Password21!)).
* Click Sign Up.
* You will be sent an email from StratusLIVE asking you to confirm your email address. If you do not see this email, check your junk folder.

Thank you,

**{Signature}**