**2025 Campaign Solicitation Email Copy**
**(Localized)**

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

Together, we can make a difference.

Did you know that more than 40 percent of households in Southeastern Michigan struggle to afford their basic needs? As prices rise on everything from food to rent and utilities, these families are being pushed to the brink – facing hunger or homelessness at skyrocketing rates.

By donating to United Way for Southeastern Michigan, you can offer hope and help these families move from crisis to stability and from stability to prosperity. Now serving Macomb, Oakland, Washtenaw and Wayne counties, your dollar stays local and goes further with United Way.

Together, **<COMPANY NAME>** and United Way can make a difference in our community. Your support funds programs like United Way’s 2-1-1 helpline, which connects 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 resilient communities.

Our partnership allows us to be a force for growth and prosperity in the communities where we live and serve. Your generosity enriches lives and helps pave the way to a better future. Your gift will help United Way create real, lasting change for our neighbors here in Southeastern Michigan.

**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. Costs are up. Safety net programs are being cut. And even before these changes, 42% of 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 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:

* United Way’s 2-1-1 helpline answered more than 150,000 calls for help, referring people to vital services like food, housing and utility assistance.
* Ride United reached 100,000 rides provided, helping thousands of people get to work when crisis threatens their employment, job interviews and critical pre-employment appointments.
* We helped more than 19,000 households claim nearly $26 million in tax refunds through Volunteer Income Tax (VITA) clinics throughout our four-county region.
* More than 34,000 books went home with children through United Way’s My Home Library program.

Your gift ensures that families can find help when they need it most. Together, we can help more families in our region move from crisis to stability and from stability to prosperity.

Join hundreds of 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},

Ready to make an impact?

Our annual United Way giving campaign starts today!

Throughout this campaign, we’ll focus on how we can help more families in our region move from crisis to stability and stability to prosperity.

**<COMPANY NAME>** is proud to partner with United Way each year. As a community, we Live United to ensure that students have what they need to learn, grow and succeed. And we work to help families meet their immediate needs and gain the support and guidance they need to 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 660,000 people with food, health care and housing, helping families in our region keep the lights and heat on, and stay in their homes. But they can’t do it without our help.

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},

Why do you Live United?

In every zip code across our region, there are individuals and families that struggle to meet their basic needs. When families can’t meet their needs day to day, it 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 to help families move from crisis to stability and from stability to prosperity.

Here’s a look at what we accomplished last year:

* Our 2-1-1 helpline answered 153,421 calls for help. Available 24 hours a day, 2-1-1 connects callers who are facing crisis with resources like food, utility assistance and housing.
	+ We provided utility and water assistance to 16,204 households
	+ Our My Little Free Library books fairs distributed 33,830 books to students, helping to inspire interest in reading.

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

**{Signature}**

**Email 4 – Last Chance**

**\*Send Date:***(final day of campaign to employees who have not given)*
*\****Subject:** *(LAST CHANCE: Will you 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. Many 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 we need to make a lasting difference for individuals and families.

Last year, your support helped United Way reach a goal of $35 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.

Thank you,

**{Signature}**