Dear NAME,

We’re inviting you to be a part of an exciting event that will take the University of Michigan vs. The Ohio State University rivalry to a new level – all for the benefit of our respective communities.

This year, United Way for Southeastern Michigan is going head-to head with United Way of Central Ohio to see who can raise the most funds to help local families. **The competition, aptly titled “United Rivals” will kick off Nov. 18 and run through game day, Nov. 30.**

With so many in need across our community, you can help us score a big win that means more than just bragging rights – it means more families can put food on the table, keep their homes warm on cold nights and access supports that give them a real chance to thrive.

Here’s how you can help:

* **Make an individual donation**
  + Visit [UnitedRivals.org](https://unitedwaysem.org/get-involved/give/united-rivals/) or text RIVALS to 50503 to make a donation and help us get ahead on the leaderboard.
  + Donors who give $50 or more will get their choice of custom designed, collegiate style LIVE UNITED shirt in either maize and blue or scarlet and gray.
* **Make a single large donation on behalf of your organization or group**
  + A large donation helps impact more people in our region. As a bonus, with a large donation, you can secure collegiate LIVE UNITED shirts for all your entire organization, family or group.
* **Help us promote the competition**
  + Download our social media toolkit and use your social channels to join in on the fun, track who’s in the lead, and encourage others to donate for a great cause.
  + Repost and engage with the content we share on our social media channels.
  + Use our email template to share information on United Rivals with friends, family members and coworkers.

In addition to bragging rights and providing a helping hand to those in need, there’s one more big reason to donate and ensure a win for Michigan! The losing United Way’s CEO will have to wear the rival’s gear to record a video statement. They’ll also have their team’s social media accounts “taken over” to allow the winning team to brag. Help us bring it home for Maize and Blue, for our community, and for the entire state of Michigan. Get involved today!

More information is available in the attached flier and on [UnitedRivals.org](https://unitedwaysem.org/get-involved/give/united-rivals/).