Dear NAME,

We’re inviting you to be a part of an exciting fundraiser 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 United Rivals competition will kick off Nov. 18 and run through game day, Nov. 30.**

We need the support of corporate partners like ORGANIZATION to help us score a big win that means more than just bragging rights – it means more families can put food on the table, keep warm on cold nights and have 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 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 staff, family members, friends or other group members.
* **Help us promote the competition**
  + Download our social media toolkit and use your social media channels to join in on the fun 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 your team, friends and family members.

There’s one more 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 and for our community. Get involved today.

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