**Pre-campaign (Email 1)**

Send to: All Employees

Date: At least two days prior to the kickoff date.

Subject: Making an impact

Body Copy: Let’s change lives together

FIRSTNAME,

At <INSERT COMPANY NAME>, we all want to see our region thrive — but many of our friends and neighbors are falling behind. In Southeastern Michigan, 44 percent of households struggle to afford basic necessities like food, housing and child care. That’s nearly half of the people in our region who, at times, face a difficult choice: Do I pay the utilities to keep the heat on, or do I buy groceries to feed my family?

The problem is growing, but we can reverse this trend if we work together.

Our upcoming United Way campaign makes it easy. United Way for Southeastern Michigan works to ensure that families can meet their basic needs, that children are ready for school and that people are equipped with skills to build a better life.

I hope you’ll join us to raise funds for the community and have some fun in the process.

<INSERT LINK> Click here to log in and make your pledge today.

Let’s change lives together,

SIGNATURE

**Campaign kickoff (Email 2)**

Send to: All Employees

Date: The morning of the day the campaign begins

Subject: It’s here!

Body Copy:

Today’s the day YOU make a difference. Our annual United Way for Southeastern Michigan giving campaign starts now!

<COMPANY NAME> is proud to team with United Way each year. Together, we help people in our region find help in times of crisis. We help parents find quality child care for their children. And we help people obtain the skills they need to find a good job.

Click here to visit our new campaign website <INSERT LINK>. There, you can learn more about what United Way does and make your pledge.

Thank you for your consideration. Let’s have some fun and support this great cause!

SIGNATURE

**Reminder (Email 3)**

Send to: Employees who have not given

Date: A few days to one week after the campaign begins

Subject: It’s not too late!

Body Copy:

FIRSTNAME,

Did you know that every day, thousands of children in our region go to school hungry? When kids try to learn on an empty stomach, they have a harder time concentrating, and are more likely to miss school and score lower on tests.

United Way for Southeastern Michigan is working to expand free school breakfast to more than 100 Michigan schools. But they can’t do it without your support.

Your donation to United Way helps families meet their basic needs and helps prepare children for school. Our United Way campaign is nearing its end, but there’s still time to make your gift and help fuel student success.

Will you join us today? Please take a moment to make your gift. <INSERT LINK?>

Thank you,

SIGNATURE

**Last chance (Email 4)**

Send to: Employees who have not given

Date: The final day of the campaign

Subject: Will you join us?

Body Copy:

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 them today and help us make an even bigger impact?

United Way works to positive, permanent and measurable change in our community. 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. Your support will help more families meet their basic needs. You’ll help more children prepare for school, and you’ll help equip more people with the skills they need to build a better life.

They can’t do it without the support of <COMPANY NAME>. Please consider making a gift before our campaign ends. <INSERT LINK>

Thank you,

SIGNATURE