

**UNITY BUILDS COMMUNITY
UNITY BEGINS WITH YOU
2021 CAMPAIGN**



United Way
of Southwestern Indiana

Campaign Kickoff Follow Up Example Email:

To the (Company Name) Team:

Thank you to everyone who attended our United Way Campaign Kickoff! For those who weren't able to attend, you may contact _____ at _____ to get more information about the campaign.

Last year, we raised \$_____ and had _____% participation. We hope to increase that number this year and we've come up with the following incentives to help entice you to support our campaign:

- (Incentive 1)
- (Incentive 2)
- (Incentive 3)

(Company) supports United Way because it's a powerful and efficient way for you to make a difference. United Way takes a holistic approach to solving root causes and pools your donation with other resources to make the greatest impact possible. *And your donations stay right here in our community.*

I am asking you to join me in supporting United Way's new goal of helping our neighbors in poverty and the working poor. It's likely you, or someone you know, has directly benefited from an initiative made possible by United Way. Every gift makes a difference! Please complete your pledge by (campaign end date).

Imagine the lives you can change by uplifting families who are struggling to make ends meet. We all benefit when our community thrives. Unity builds community & unity begins with YOU.

Thank you in advance for your generosity.

(CEO or Campaign Leader Name)