

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



**United Way  
of Southwestern Indiana**

**Campaign Announcement Email Example:**

To the (Company Name) Team:

At (Company), we know it takes all of us working together – uniting – to build a stronger community where everyone can thrive. That said, I hope you’ll be part of our United Way campaign this year which kicks off on \_\_\_\_\_. Because (Company Name) believes in the great work United Way does in our community, we’ve come up with some great incentives to entice you to support this year’s campaign. You’ll learn more during our campaign kickoff.

Mark your calendars to join us on \_\_\_\_\_. During the kickoff, you’ll learn about United Way’s focus on upward mobility and how your contributions will make a difference for our neighbors.

Unity will build a better community, and unity begins with YOU.

Sincerely,

(CEO or Campaign Leader)