

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



United Way  
of Southwestern Indiana

**Example of ePledge landing page:**

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. And we know, given this past year, thriving is becoming increasingly more difficult for thousands of families in our area.

In response, our local United Way is shifting its focus to empower individuals and families with resources to improve their economic situation. In other words, to become *upwardly mobile*.

What does that look like?

- Helping people get living-wage jobs and reducing the barriers to maintain them
- Improving access to mental health care
- Equipping children and youth with the social and academic skills they need to thrive
- Strengthening relationships that serve as a safety net and alliances that foster growth opportunities

Our 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 the root causes of the problem and pools your donation with other resources to make the greatest impact possible. **And your donations stay right here in our community to help our neighbors.**

Beyond investing in nonprofit partners, our United Way also leverages its technology, financial, and human resources to secure additional aid for our community such as federal dollars, Lilly Endowment funds, and other grants.

I am asking you to join me in supporting United Way's new goal of helping the impoverished and working poor. It's likely you, or someone you know, has directly benefited from an initiative made possible by United Way. We're offering the following incentives for those who support the campaign:

- (Example: Pizza/donut party for 100% participation)
- (Example: Jeans day for increase over last year)
- (Example: Drawing for extra personal day for "fair share" givers)

Every gift makes a difference! 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 Name)