

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



**United Way
of Southwestern Indiana**

Example of an ePledge welcome email (previous user)

Greetings,

Thank you to everyone who joined the United Way kick-off. As you heard, there are thousands of our neighbors struggling to make ends meet, even though they are working. That's why our organization supports United Way's new focus to help individuals and families become upwardly mobile. When we help others thrive, and not just survive, our entire community strengthens and improves. Regardless of your gift amount, I would love to have everyone unite in 100% participation for this campaign. If we achieve that goal, we will celebrate with _____.

Once again, we will make our personal donations through ePledge, an easy and convenient online pledge system which allows you to view your past donation history. To access your ePledge account, go to _____.

To Login:

UserID <your email address; i.e. **jsmith@hscpa.com**>

Password <Initially set to **password**>

After you have logged in, you will be instructed to change your password.

Please accept my heartfelt gratitude for your support of United Way and its goal of empowering individuals and families to become upwardly mobile. Unity will build our community and unity begins with YOU.

Thanks,

(Company CEO)