



## UNITED WAY OF SOUTHWESTERN INDIANA 2022 CAMPAIGN

### 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 "Be The One" to help your neighbors in need:

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

(Company) supports United Way because it is a powerful and efficient way for you to make a difference and it's easy. Payroll deduction or a one-time gift is a simple and convenient way to change a life for the better.

I am asking you to "Be The One" and join me in supporting United Way in their goal of helping our neighbors in poverty and the working poor. Every gift is important and appreciated! Please complete your pledge by (campaign end date).

One choice to "Be The One" who uplifts families who are struggling to make ends meet. Will you "Be The One" who makes a difference today?

Thank you in advance for your generosity.

(CEO or Campaign Leader Name)