



UNITED WAY OF SOUTHWESTERN INDIANA 2022 CAMPAIGN

Example of ePledge landing page:

To the (Company Name) Team:

At (Company), we know one simple act of kindness can change a life – or lives – for years to come. We know when we come together – united – it creates waves of positive change. And we know there are many in our community who need positive change.

We support our local United Way in its effort to empower individuals and families with resources to improve their economic situation, which improves their lives.

How is United Way doing it?

- Helping people get living-wage jobs and eliminating barriers to maintaining them
- Improving access to mental health care
- Ensuring kids have the academic and emotional skills they need to thrive
- Strengthening relationships and building connections that offer growth opportunities

United Way 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. And your impact is multiplied as all these individual acts of generosity are brought together to create transformational change for so many. Please consider making the choice to “Be The One” to help the impoverished and working poor. 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, no matter the amount, is important and appreciated. Will you “Be The One”?

Thank you in advance for your generosity.

(CEO Name)