

Sent to: All Employees
Date: Kickoff follow up
Subject: Make your gift today
Body:

Dear **<First Name>**, as you know, **<CompanyName>** has officially kicked off our United Way of Erie County annual campaign.

United Way has been a longstanding, trusted community partner. Last year alone, donor support enabled United Way to support the community by:

- helping over 1200 individuals obtain proper nutrition thru the summer free produce markets;
- helping individuals obtain sustainable employment by reducing barriers such as transportation, lack of skills, etc
- increasing the percentage of those under the age of 18 who are healthy and avoid risky behaviors such as substance abuse, tobacco use and sexual behaviors

Your gift can ensure that these efforts and more continue. That's why your support is vital.

Please join us by making your gift to United Way today: **<INSERT WORKPLACE DONATION LINK>**.

Thank you for your generosity,

Signed by the CEO or Campaign Coordinator