

**Sent to:** non-respondents

**Date:** A day or two before your campaign ends.

**Subject:** Will you join us?

**Body:**

%FirstName%,

I have been thrilled with the response from <Company Name's> employees to our United Way campaign.

I'm inviting you one last time to join us before our campaign ends. Your gift helps make a difference in our community.

**Please make your gift today: <INSERT WORKPLACE DONATION LINK>.**

United Way is making powerful changes in Erie County— making sure thousands of children have access to healthy meals meals, moving graduation rates in some of our lowest-performing schools to 80%, and helping families become financially stable. All because of you.

But it's more than that. United Way is different because it can harness powerful partners, institute best practices and bring about systematic change. And they can only do that thanks to donor support.

**Your gift matters: <INSERT WORKPLACE DONATION LINK>.**

Thank you for your generosity,

**Signed by the CEO or Campaign Coordinator**