**CAMPAIGN INVITATION**

**Send time: Campaign launch day**

**Sender: Workplace campaign coordinator**

**Subject: Today’s the day! Our United Way Campaign Begins**

[NAME],

Today’s the day! We’re launching our 2021 United Way of Whitewater Valley campaign. This means we are ***Making It Happen***, thanks to the support of everyone at [COMPANY NAME].

***Ways We Are Making It Happen:***

* 541 children were able to access quality early childhood programs, making them ready for kindergarten,
* 6,618 youth participated in out-of-school programs which help improve student work study habits and engagement in school,
* 666 families gained access to affordable housing, taking one more worry off their shoulders during these difficult times,
* 8,175 children and adults improved their overall health by exercising regularly and accessing fresh, healthy food options through efforts to combat food insecurity,
* *and so much more.*

Whether you’re passionate about education, health, financial stability or helping provide basic needs support, United Way is your place to be a part of the solution. We can build stronger communities made up of healthy children and families, thriving economic conditions and high-quality education options.

By pledging your support, you and your co-workers can help us hit our goal of [MONETARY GOAL/DESCRIPTION]. The best part? The money you give stays local, gets amplified by United Way’s matching programs, and you can see the results in your own backyard.

[JOIN US] – *button/link*

We can make fundraising happen because of you, me, and everyone at [COMPANY NAME].

[SIGNATURE]

**Note: include encouragement to download and use an auto-signature of their choice**