**CAMPAIGN REMINDER/“LAST CALL” EMAIL**

**Send time: Day before the end of campaign**

**Sender: Workplace campaign coordinator**

**Subject: LAST CALL: Add your name to the list!**

If you’ve been waiting for the right time to join our United Way ***Make It Happen*** campaign, this is it!

**Today is the last day to [PLEDGE/GIVE].** Join [PARTICIPATION RATE] % of your co-workers who have added their name to the list of [COMPANY NAME] employees committed to working alongside United Way to create an environment of opportunity for all.

[PLEDGE/GIVE] - *button/link if applicable*

Your [PLEDGE/GIFT] will send a loud and clear message that [COMPANY NAME] is investing in the future of Whitewater Valley. I think that in the next 24 hours, we can achieve a higher participation rate than any organization around!

We need your help to ***Make It Happen*** in Wayne and Union counties.

[SIGNATURE]