

PRE-CAMPAIGN EMAIL

This email is best sent 1-3 weeks prior to your kickoff/Campaign start date to let your team know about the upcoming campaign. This includes a start date, notification that it is safe to open emails from United Way, and your company's options to give.

Subject: UWRRV Employee Workplace Campaign– Coming Soon!

Dear <NAME>,

I'm excited to announce that our United Way of Rock River Valley (UWRRV) Employee Workplace Campaign kicks off on <INSERT DATE>! Throughout the campaign, you'll receive updates about how UWRRV's initiatives, like United for Literacy, are making a significant impact in our community by bridging opportunity gaps through equitable access to literacy resources and educational support.

At [Company Name], we are proud to stand alongside UWRRV in our commitment to strengthening local resilience, empowering youth, and meeting essential community needs.

You'll have several convenient options to make your pledge: **[list the available options applicable to your company, e.g., payroll deduction, ePledge, UWRRV Web Portal, credit or debit card, or check].**

Every day, our community demonstrates that real change happens when we unite to take action. Your support is instrumental in creating a future where every child has the opportunity to thrive.

Thank you for your generosity.

Best regards,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>