

Subject:

Join the Fight: Your Gift Changes Lives in Pickens County

Friends,

Today marks the launch of our 2024 United Way of Pickens County Workplace Campaign, running **Month/Day** through **Month/Day**. This campaign is more than just a fundraiser—it's our collective opportunity to fight for the well-being of our neighbors and the strength of our community.

Let me share why your participation matters so much:

1. Local Impact: Your contribution stays right here in Pickens County. The lives you touch could be those of people you see every day—at the grocery store, in your child's school, or even in your workplace.

2. Real Stories, Real Change: Consider Riley, a 7-year-old in our county struggling in school while her grandparents unexpectedly navigate raising her. Or think about the hardworking parent juggling multiple jobs, still struggling to keep a roof over their family's head. United Way programs offer vital support to these families and many more, providing:

- *Tutoring and educational support for children*
- *Financial coaching and job training for adults*
- *Emergency assistance for families in crisis*

3. The Power of Payroll Deduction: Even a small amount per paycheck adds up to create significant change. For instance:

- \$2 per week provides quality early learning materials for a Camp iRock summer reading classroom
- \$5 per week supports financial coaching sessions for a struggling family
- \$10 per week funds financial literacy programs in local elementary schools

These examples highlight how your contributions directly impact early childhood education and financial stability in our community. By supporting these areas, we're investing **in both the present and future of Pickens County.**

Your gift, combined with those of your colleagues, creates a powerful force for good in Pickens County. Together, we can:

- Help children succeed in school

- Support families facing tough times
- Strengthen our entire community's resilience

Joining the fight is easy:

1. Click here to set up your payroll deduction or make a one-time gift: [\[Insert hyperlink here for your company's customized campaign page, provided by United Way\]](#)
2. Or, ask [your department manager](#) for a paper pledge form if you prefer.

Interested in learning more about what your gift means to your neighbors in Pickens County? Here are the dates and locations where United Way will facilitate brief presentations and Q&A.

[\[Insert dates/details here\]](#)

Remember, extraordinary change doesn't happen in isolation. It occurs when each of us decides to lend our support, no matter how small it might seem. Your neighbors need you. Will you join me in this fight for our community?

Thank you for considering a gift that will change lives. Together, we can write stories of hope, resilience, and success in Pickens County.

[\[Your Name\]](#)

[\[Your Title\]](#)

[United Way Campaign Chair](#)

P.S. Every donation, no matter the size, makes a difference. Join the fight today and be part of the positive change in our community!