

EMAIL 1

Date:

Subject: Change a Family's Life Today!

From: CEO

Dear Friends,

This year has held more challenges, changes, and obstacles than many of us have ever experienced. Our community needs us now more than ever. As a COMPANY NAME employee, you can change a family's life through our United Way Campaign.

Over the past several months, after talking with our friends at United Way, I have learned of the desperate needs of people in our communities. The COVID-19 pandemic continues to have a profound financial impact on hard-working families. Children may be affected the most. They've lost so much academic ground, and many are suffering emotionally as they struggle to make sense of the challenges in their lives. There is so much at stake if we don't help them.

Lyndy Schonhar, Campaign Manager at United Way of Pickens County, makes a compelling case for why your gift to United Way will help a struggling family. Please take a moment to watch a short video (link). Lyndy will tell you about one family that will be helped through your United Way gift.

Today, I'm asking YOU to be that person who says, "I will help them. I will touch the life of a family that needs me today." Together, we can make an incredible, lasting impact in our community. This year, it's more important than ever that we fight for our community. Will you join me in helping a struggling, desperate family who needs help today?

United Way has made it very easy for you to give today, by clicking on this link.

I hope you will join me in helping United Way fight for the health, education, and financial stability of every person in every community. I truly believe that if we all give a little, together we can make a big difference for Pickens County.

Live United,

SIGNED CEO

EMAIL 2

Date:

Subject: Reminder: This is Your Chance to Change a Family's Life!

From: CEO

Dear Colleagues,

As we are about halfway through the COMPANY NAME United Way Campaign, I am so encouraged by the impact that we are making as an organization. But there is still so much work to be done. If you have not yet given through this year's United Way Campaign, would you please consider giving today? A family's future could be at stake.

There are families and individuals in our communities who are in desperate need of our help. COVID-19 has affected them both financially and academically. If you haven't already watched it, I would encourage you to take five minutes to watch [this video](#) where Lyndy Schonhar, Campaign Manager at United Way of Pickens County, tells us of one family who has been affected. She also tells you why you are so desperately needed and what you can do to help.

Your gift to United Way will help children learn to read, and it will assist and empower families to independently provide for their household. Will you please consider donating today if you haven't already? You will make an incredible difference in the life of a family in your community.

To give today, please click the following [link](#).

Live United,

CEO

EMAIL 3

Date:

Subject: Don't Miss This Chance to Change a Family's Life!

From: CEO

Dear [NAME],

The **Company Name** United Way Campaign will wrap up TOMORROW. If you have already given or chose to continue your donation from last year, thank you! If you have not given and would like to, please do so today. Families in our communities are hurting, and you can help.

COVID-19 has affected us all in so many ways. And for some of our neighbors in our communities, the financial and academic effects of the pandemic are severe and long-term. Hard-working adults, even those that have been able to return to work, are drowning in debt and bills that accumulated while they were out of work last year. Children who were already struggling in school have fallen farther behind, and they may not ever catch up if something doesn't change for them now. On top of that, the emotional and mental burden is weighing heavily on them... especially this year.

But your gift to United Way will provide tools, resources, and coaching to both adults and children. You will not only make sure that basic needs are met for hard-working individuals and families, but you will also give them access to financial coaching so that they can learn to live within their means. As for the children, you will provide programs like Camp iRock, which will not only get them back on track, but will also restore their confidence and excitement for learning. It could change their future.

There is so much at stake for our neighbors who are struggling and hurting today. Please consider making a pledge today to the **Company Name** United Way Campaign. It could save a family's life.

To give today, please click the following [link](#).

Live United,

CEO