**CAMPAIGN INVITATION**

**Send time:** Campaign launch day

**Sender:** Workplace campaign coordinator

**Subject:** Be a Force for Good

[NAME]/Friend,

Today is the day to be a force for good! We’re launching the 2017 United Way of Salt Lake [WORKPLACE GIVING CAMPAIGN NAME] — and with your support, all of us here at [COMPANY NAME] can tackle the biggest problems along the Wasatch Front and create lasting change in our community.

Together, we can fight to ensure children reach their potential in school, quality healthcare is accessible to all, and low-income families become financially stable and thrive.

By pledging your support, you and your co-workers can help us hit our goal of [MONETARY GOAL/DESCRIPTION]​. The best part? Your investment stays local and you can see the results in your own community — because education, health, and poverty are not distant issues.

United Way of Salt Lake is seeing results. And, you can be a part of the solution.

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

Thank you in advance for joining [COMPANY NAME] to be a force for good. We are proud to give back to the community that has helped us become the great company we are. And, we are lucky to have YOU!

[SIGNATURE]