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

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

**Sender:** Workplace campaign coordinator

**Subject:** LAST CALL: Changing the Community Starts with You

If you’ve been waiting for the right time to join our United Way of Salt Lake [WORKPLACE GIVING CAMPAIGN NAME], this is it!

Today is the last day to [PLEDGE/GIVE].​ Join [PARTICIPATION RATE]% of your [COMPANY NAME] co-workers who are fighting for lasting solutions to problems in our community. Together, we can better the lives of the 137,000 struggling children and their families along the Wasatch Front.

[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 our friends and neighbors who need help. I think that in the next 24 hours, let’s all commit to standing for lasting change!

Thank you for everything you do to change lives in our community!

[SIGNATURE]