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

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

**Sender:** Workplace campaign coordinator

**Subject:** LAST CALL: Changing Our 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 working for lasting solutions to the problems in our community. Together, we can better the lives of nearly 200,000 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. 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]