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| **Email 1:** Introducing our WPG campaign (Kick-off Email) |
| SUBJECT: Workplace Giving – UWSL Can’t Do It Without Us  |
|  You know that giving back to the community is part of what makes us who we are at [COMPANY NAME]. Today we’re launching our United Way of Salt Lake Workplace Giving Campaign—this is a chance for us to work together to create lasting change in our community. With your support, [COMPANY NAME] can help UWSL change the lives of Utah kids and families by providing access to education, financial stability, a healthy life, and opportunities to succeed.  We need your help to reach our goal of [MONETARY GOAL/DESCRIPTION] and be part of the solution.  Join us in supporting United Way of Salt Lake.  **Donate Now>>>** [**https://uw.org/donate/**](https://uw.org/donate/) or {insert custom donation link}  Thank you in advance for supporting UWSL in their work to make Utah even better. We’re 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]  |