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| **Email Swipe 1:**Introducing our WP campaign  |
| SUBJECT: Workplace Giving – They Can’t Do It Without Us   |
|   Today is the day to help create lasting change in our community! We’re launching our United Way of Salt Lake Workplace Giving Campaign. With your support, all of us here at [COMPANY NAME] can help UWSL change the lives of Utah kids and families.   Working together, we can provide equitable access to education, financial stability, a healthy life, and opportunities to succeed.   With your help we can 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/> or {insert custom donation link}   Thank you in advance for joining [COMPANY NAME] in working to make our community better. 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]  |