|  |
| --- |
| **Email 1:** Introducing our WPG campaign (Kick-off Email) |
| SUBJECT: Together, We Are United in Purpose |
| At [NAME OF YOUR COMPANY], we are committed to supporting the strength, vitality, and resilience in the communities where we live and work.  That's why we are supporting United Way of Salt Lake during our Giving Campaign. Every day, UWSL brings people together to support communities so everyone can access quality education and basic needs services and live a healthy life.  In Salt Lake and other communities, UWSL is making a difference in the lives of 478,000 kids and young adults every year. By coming together, **United in Purpose**, we can support them in doing more to change lives, like:   * Equip students with the tools and resources they need to succeed in school and life. * Make basic needs services accessible to everyone. * Change systems to build communities full of opportunity for everyone, no matter their circumstance.   Donate now so we can help UWSL meet urgent needs today while building strength for tomorrow.  [DONATE BUTTON:] [link to landing page for campaign]  Sincerely,  ECM  [SIGNATURE] |

|  |
| --- |
| **Email 2: Reminder Email** |
| SUBJECT: What We Can Help UWSL Achieve  Preview text: A lot! |
| You might be wondering why we decided to support United Way of Salt Lake through our [COMPANY NAME} Giving Campaign this year. And the answer is simple – the impact.  UWSL and its partners work to provide equitable access to education, financial stability, a healthy life, and opportunities to succeed for kids and families in Utah. And the results they are achieving for communities like [the community your company is in] speak for themselves.  UWSL is building stronger communities here in Utah by:   * **Helping more students become proficient in reading and math.** Elementary students in South Salt Lake are outperforming their peers in similar schools thanks to our collaborative work with teachers, schools, the district, and community partners. * **Advocating for access to high-quality education.** In 2023, the Utah State Legislature expanded funding for full-day kindergarten across the state, giving more students and families access to early childhood education. This monumental policy change was more than 10 years in the making. * **Equipping students with the tools they need to succeed.** At our annual Stuff the Bus event, UWSL volunteers organize, pack, and distribute school supplies to 10,000+ students so they can start the year off right.   We can do so much more when we are United in Purpose. We at [COMPANY NAME] can make a huge difference here in [community]. Donate now to support UWSL’s work:  Donate >>> <https://uw.org/donate/> or {insert custom donation link}  Sincerely,  ECM |

|  |
| --- |
| **Email 3: Last Day of Giving Campaign** (Last Day to Give) |
| SUBJECT: Last Chance! Support UWSL Today   or   Last Day of Our Giving Campaign – Give Today! |
| Today is the last day to make a difference by giving to United Way of Salt Lake through [COMPANY NAME]’s giving campaign! When we are United in Purpose, real change can happen.  United Way of Salt Lake is tackling some of the toughest community challenges, including poverty, limited access to healthcare, and poor academic achievement. And its work is focused locally, especially in parts of Utah that need help the most.  **Donate today to support United Way of Salt Lake!**  **Donate Today >>>** [**https://uw.org/donate/**](https://uw.org/donate/)or {insert custom donation link}  We have the power to make lasting change for families right here in our own community. **Thanks for being part of making Utah a great place to live and work.**  Sincerely,  ECM |

|  |
| --- |
| **Email 4: Thank you** |
| SUBJECT: Thank you! You’ve changed lives in [city.town] |
| I wanted to take a moment to celebrate the success of this year’s [COMPANY NAME] giving campaign. Together, we supported United Way of Salt Lake in bringing people together to strengthen communities so everyone can access quality education and basic needs services and live a healthy life.  I’m thrilled to report:   * [Company name] employees gave $ [dollars pledged] to United Way of Salt Lake * [participation rate%] of [Company name] Employees gave to United Way of Salt Lake * [number of donors] of [Company name] employees gave to United Way of Salt Lake * [Company name] employees contributed more than [number of volunteer hours] volunteer hours during the campaign.   Thank you to everyone who supported UWSL this year!  Sincerely,  ECM |