*Feel free to use the following email templates as you launch your campaign. You’re also welcome to plug our*[*fact images*](https://drive.google.com/drive/folders/1BjsZ_qor8DyCk32Gw-_fQPQtPwlsKnCK?usp=sharing) *into your emails for more on United Way’s impact.*

**Kickoff (Send day of launch)**

Subject: Our United Way giving campaign launches today!

We encourage you to join us in giving back to our community over the next few weeks. We’ve set up a webpage to chart our progress and share campaign event information, updates, and prizes. **Our goal is to <<GOAL>> by <<END DATE>>.**

Our Giving Webpage <<INSERT HYPERLNK TO WEBPAGE >>

More about United Way of the Midlands

* *Give to multiple causes with one click.*   
  United Way works to create generational change by addressing the root causes of complex challenges like homelessness, child literacy, and healthcare access.
* *Money raised here stays here.*   
  When you give to United Way, know your money stays in the Midlands, serving Calhoun, Fairfield, Lexington, Newberry, Orangeburg, and Richland counties.
* *Efficient with your money.*   
  United Way has received the coveted Four-Star Charity award from Charity Navigator, a rating that indicates the organization effectively uses their donations and is committed to good governance and transparency.

Thanks for all you do for <<COMPANY>> and for the community. Join in the fun and give back in whatever capacity you can.

Give Now <<INSERT HYPERLNK TO WEBPAGE >>

Sincerely,

<<NAME>>