

HEAD OF THE LAKES UNITED WAY

CAMPAIGN KICK-OFF EMAIL

Subject Line: Kicking-Off Our Annual United Way Campaign

Copy:

During this unprecedented time, our community needs us now more than ever. With this in mind, we will be launching our annual United Way campaign on **DATE**.

I invite you to join me! Invest in your community. GIVE where you LIVE.

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in our community.

We know how much local families rely on our support from the annual United Way campaign, and we want to make sure our contributions continue. Head of the Lakes United Way funds over 70 local non-profit programs in our region. Programs that are vital to the strength of our community.

Watch for more information on this year's modified campaign approach.

I am proud of what we have accomplished together over the years and look forward to working together again this year. Thank you.

Thank you for choosing to LIVE UNITED.

Sincerely,

[NAME]

[COMPANY]'s United Way Employee Campaign Coordinator

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.

We have one life. To live better, we must LIVE UNITED.

Join us at hlunitedway.org/donate.

LIVE UNITED[®]



Head of the Lakes
United Way

