**Email 3b: Reminder #2**

**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name
 **Audience:** All company employees
 **Call to Action:** Join the campaign by donating



**Subject Line:** How United Way and [Company Name] are Leading the Way

**Preheader Text:** Partnered up to create real impact

**Email Body:**

Dear [Name],

We want to take a moment to celebrate how United Way of Northwest Georgia and [Company Name] are partnering to change lives in our community.

Thanks to [Company Name]’s support and people like you…

*[This email should be tailored to your relationship with the company. We suggest:*

*Highlight the number of years a company has been a sponsor*

*Highlight the impact the company has had during make a difference day or volunteer projects—the # of hours, the value of that volunteer service to the community. How United Way has helped deepen the company culture around service. Add photos from said events.*

*Has the company done food drives or holiday drives through united way to benefit the community?*

*Does the company have a number of hours of volunteerism to celebrate?]*

Let’s build on [Company Name]’s legacy to do even more. Donate today to Lead the Way to a better future for Whitfield and Murray counties.

**BUTTON TEXT:** Donate [Hyperlink]

[Closing],
Your United Way CEO/CPO, Board or Campaign Chair’s first and last name