**Email 3c:** Third Reminder – Final Call with Beneficiary Testimonial
**From:** Your United Way CEO/CPO, Board or Campaign Chair’s first and last name **Audience:** All company employees

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**Subject Line: One last chance to give by [DATE], and a message from [BENEFICIARY NAME]**

[NAME],

[DATE] will be the last day for the 2025 [COMPANY NAME] United is the Way employee giving campaign. If you’ve been too busy with work and life to consider giving yet – or perhaps just aren’t feeling sure about how your gift would make a real change in someone’s life, I wanted to share this short reflection with you. It comes from [BENEFICIARY NAME], who is…

[This email is your last opportunity to make a compelling, emotional appeal to your audience. We recommend securing a short testimonial from a community service provider who works directly with beneficiaries of United Way funding – or from a beneficiary personally – who can put in simple, heartfelt words the difference that United Way’s support has meant in their life. If you can provide a video testimonial, or a photo depicting the life-changing work, even better!]

On behalf of countless neighbors with stories just like [BENEFICIARY NAME]’s, **thank you** for the life-changing impact you are helping to create. **United is the Way™** we can continue making our community a place where everyone can thrive.

BUTTON TEXT: Give Today [Hyperlink to donation page]

Sincerely,

[NAME]