**Workplace Email Messaging**

**EMAIL NAME:** What Your Dollar Buys

**SUBJECT LINE:** For the Price of Two Lattes a month...

First Name/Dear Colleagues,

“What difference does my contribution make?” This is one of the most common questions [COMPANY NAME] employees ask about United Way.

You might be surprised at how much an affordable weekly gift can accomplish when it’s invested in the most effective and efficient Education, Basic Needs and Health programs in our community.

**Education:** For $365 ($1 per day), you can provide advocacy services for four victims of sexual abuse in need of a forensic medical exam.

**Basic Needs:** $3 a week provides 17 families enough food for one week

**Health:** $10 a week provides a year's supply of medications for the DEO Clinic’s med room.

As you can see, even a small investment in United Way of Northwest Georgia goes a long way toward giving individuals and families opportunities to succeed. I hope you’ll join me in giving at a level that’s right for you.

Thank you,

[Campaign Coordinator]

P.S. Please remember that your United Way pledge card is due by [MONTH XX].