

Email Example 1: Company CEO variation

From: Company CEO, Leader, or Employee Campaign Chair's first and last name

Audience: All company employees

Call to Action: Give now to join the campaign

Subject Line: [Company Name] is Leading the Way in the Black Hills



In our communities, everyone deserves the opportunity to thrive.

[Greeting],

United Way of the Black Hills supports the needs of our communities every day to help strengthen our community to ensure everyone will thrive. *Join me in leading the way for our community by participating in this year's campaign.* We've set an ambitious goal of raising [use *this if you are setting an internal goal!*] to help do just that.

I believe that when we come together as a team, there's no challenge that can't be solved. That's why I'm inviting you to join me in Leading the Way toward positive change in the Black Hills communities. This is more than a campaign – it is a call to action for us at [Company Name] to advance solutions to real problems facing people in the communities where we live and work.

Together, we can advance education, health, financial stability and strengthen overall community resilience to build a future where everyone can reach their full potential. We're counting on generous people like you and your teammates to help improve the lives of people in our communities. Last year, United Way of the Black Hills was able to serve over 115,257+ people, with our support. And this year, with your help, we know that we can do even more.

[Insert information about how they can donate]

I want to thank you in advance for your valuable support and for Leading the Way here at [Company Name].

[Closing],
Signature

Email 2:

From: Company CEO, Leader, or Employee Campaign Chair's first and last name

Audience: All company employees

Call to Action: There's still time to give now and join the campaign

Subject Line: Lead the Way in the Black Hills



What makes United Way of the Black Hills so special?

Dear [First name],

United Way of the Black Hills mobilizes communities to action so that all can thrive. Whenever there's a need in our community, United Way is there. UWBH is all about creating a future where everyone, everywhere can rise. And thanks to people like you, we positively impacted 115,257+ people last year alone.

And we're not stopping there. Your support can help continue tackling the biggest problems in the Black Hills. From education, financial stability, and health to hunger and natural disasters, we bring a comprehensive approach to every challenge. Because more than 80 years of experience has shown us that when people unite to take action, change is possible.

Donate today. Join us in Leading the Way to a better future for all.

[Insert information about how they can donate]

LEAD THE WAY

[Closing],
Signature