**Kick Off Email- Past And New Donors**

Send Time: Campaign Launch Day

Sender: ECM

Subject: United We Fight, United We Win

Last Year, the employees of **(COMPANY NAME)** raised **($$$)** during our annual United Way Campaign. And we had a great time doing it! Will you join me and your colleagues again this year as we kick off (**COMPANY NAME)**’s Annual United Way campaign?

Here at **(COMPANY NAME)** we choose to support United Way of Southwestern Pennsylvania for two very important reasons:

1. **Gifts to United Way address our community’s most critical needs**.
2. **United Way = Significant Impact**

Together, with over 60,000 other caring donors, we can help raise funds to prevent hunger and homelessness, help veterans who are working hard to adjust to life back home, help kids learn and develop skills to become successful adults and provide seniors and people with disabilities with greater independence.

My hope is that all of the employees here at (**COMPANY NAME**) will join together with United Way to make a difference for local people in our community. Because change doesn’t happen alone.

United Way fights for the health, education, financial stability and basic needs of vulnerable people in our community. Will you join the fight?