United Way – Leadership Giving. (V1 – people who have never donated at leadership level)

Send Time: Midway through campaign  
Sender: CEO  
Subject: Unprecedented Need for Leadership

We’ve all been tested this past year – forced into situations and facing challenges none of us saw coming. It’s times like these where true leadership emerges, willing to go beyond what’s expected to achieve our goals.

I would like you to consider taking on another challenge and become a leadership donor for (**COMPANY NAME**)’s 2020 -21 United Way Campaign.

When you join the ranks of United Way Leadership donors who give $1,000 or more annually to United Way, you are contributing to the success of our community and making a tangible difference for local people in need.

Let’s put that $1,000 in context: That would provide a week of safe housing during a time of crisis for 9 women and their children. Many families never dreamed they would need assistance before this year. But the economic fallout of Covid-19 continues to devastate households in virtually every neighborhood of our community.

Thank you for considering joining me and thousands of other area leaders in supporting United Way of Southwestern Pennsylvania. You can truly be a ChangeMaker in the lives thousands.

ChangeMakers Unite!