

Campaign Email #1- What is United Way of Southern Nevada?

Send Time: 4 Weeks Before the Campaign

Sender: Employee Campaign Manager

Subject: Be a Force For Good!

Hello all,

COMPANY NAME is excited to kick off our annual giving campaign with United Way of Southern Nevada from **[INCLUDE CAMPAIGN DATES]**.

For those of you who aren't familiar with the organization, United Way of Southern Nevada (UWSN) stands at the center of the community to provide solutions to Southern Nevada's toughest problems. They help give individuals, children, and families the opportunity to succeed in school, work, and life, and take immediate steps to support Southern Nevadans in times of crisis. As a nonprofit organization with over 63 years of experience in uniting the community, they bring together donors, nonprofits, companies, and volunteers to create positive change for Southern Nevada.

This campaign is an easy way to give back and get involved to help those in need. Our campaign theme is **[INCLUDE CAMPAIGN THEME]**. Many of your community members have been deeply affected by COVID-19 and need your support now more than ever. UWSN is stepping up to meet the need and helping Southern Nevada respond, recover, reimagine, and rebuild for the future.

We are excited to get started on this campaign and extend a helping hand to such a great organization. Over the course of the campaign, we'll share how your donation to UWSN stays in the local community to make a difference for thousands of people in Southern Nevada.

INCLUDE: GIVING INFORMATION HERE

Thank you for your support of our community and we look forward to making this campaign a success!

ECM NAME AND CONTACT INFORMATION