

Campaign Email #3-Campaign Kickoff

Send time: Campaign launch day

Sender: Employee Campaign Manager

Subject: Join us for our UWSN Campaign Kickoff!

[NAME]/Friend,

Today is the day to help change lives! We're launching the United Way of Southern Nevada **[WORKPLACE GIVING CAMPAIGN NAME]** — and with your support, all of us here at **[COMPANY NAME]** can help our community's kids, families, and individuals have the chance to reach their fullest potential.

Together, we can ensure our community is prepared for the future by focusing on education, jobs, and community support as the foundation for life-long success.

By pledging your support, you and your co-workers can help us hit our goal of **[MONETARY GOAL/DESCRIPTION]**. The best part? Your investment stays local and you can see the results in your own community.

United Way of Southern Nevada is seeing results. And you can be a part of the solution.

[PLEDGE/GIVE NOW] - button/link if applicable

Thank you in advance for joining **[COMPANY NAME]** getting involved, changing lives and living United. We are proud to give back to the community that has helped us become the great company we are. And, we are lucky to have YOU!

ECC NAME AND CONTACT INFORMATION