

## **Campaign Email #6 – Rosy’s Story**

**Send Time:** Throughout UWSN Giving Campaign

**Sender:** Employee Campaign Manager

**Subject:** Rosy’s Story

Hello,

Thank you all for your support of the United Way of Southern Nevada giving campaign. So far, **XX** employees have given **\$XXX** to support our community!

When you give to United Way of Southern Nevada, you’re giving to help people achieve their dreams. From building pathways out of poverty to providing help to those who need it most, every dollar you give stays in Southern Nevada to make a difference for people like Rosy.

Rosy knew she wanted to make her family proud by enrolling in college but felt she had no chance of attending with skyrocketing tuition costs. As the granddaughter of immigrants, she was inspired to fight for her grandparent’s dream of a better future for their family and worked hard to realize this dream by excelling in her education. Thanks to the support of United Way of Southern Nevada and Project 150, Rosy will be attending UNLV Medical School in the fall. Rosy shared her gratitude for the scholarship, “We can all feel a sense of security that we can accomplish our college education without the constant worrying about the money in our pockets.”

As a donor, you're making stories like this possible for thousands of Southern Nevadans. When you donate to United Way of Southern Nevada, your gift is dedicated to improving lives in the local community. Please give today at **GIVING INFORMATION**.

**COMPANY NAME** and United Way of Southern Nevada thank you for your support to help Southern Nevada respond, recover, reimagine, and rebuild.

**ECM NAME AND CONTACT INFORMATION**