**Template 1: Campaign Kickoff email**

**Subject: Join our United Way campaign today!**

Hello [FIRST NAME],

Today’s the day! We are launching our 2020 United Way of the Greater Triangle campaign and with your support, all of us here at [COMPANY NAME] can make a big difference for so many of our neighbors here in the Triangle.

**United Way tackles the deepest causes of poverty from multiple angles and every gift you make to our United Way stays right here in our communities.**

Whether you’re passionate about education, health, social mobility, racial equity, or helping to provide essential needs support, United Way is your place to be part of the solution. Together we can build stronger communities made up of healthy children and families, thriving economic conditions, and good educational options.

Did you know that:

* Nearly 200,000 people in our four-county region live in poverty
* More than 16% of them are children
* More than 190,000 people in the Greater Triangle are food insecure, meaning they don’t have access to adequate and nutritious foods
* More than 150,000 people in the Triangle are considered house-burdened because they pay more than 30% of their monthly income on housing
* That’s unaffordable, unsustainable, and puts them that much closer to falling into homelessness

We know we’re asking you to give in the middle of a global pandemic and there’s good reason for that. The ripple effects of COVID-19 have left even more of our neighbors in need. But United Way was built for this. They’ve been in our community for decades, know the nonprofits having the biggest impacts, and are committed to helping Triangle residents through thick and thin.

[COMPANY NAME] is also committed to supporting our local community and, together with United Way, we can support families and individuals when the going gets tough. With your support, we can provide the resources that will help our neighbors overcome poverty and uplift their families for generations to come.

We encourage you to support United Way and its strong network of partners directly but if you’re interested, you can also continue to support the organizations that you’re passionate about through their designated giving option. Those gifts are fully paid to the organizations you choose and support the great work of many nonprofit organizations in our community.

**Help us build a better way forward with United Way by making your gift today!**

Thank you,

[SENDER’S NAME]