**EMAIL NAME:** Campaign Preview

**AUDIENCE:** All staff

**TIMING:** One week prior to campaign launch

**SUBJECT LINE:** It’s almost time …

**BODY COPY:**

Are you the kind of person who wants to make a difference in your community? Who cares about changing lives for our friends and neighbors across Greater Richmond and Petersburg?

If so, look out for information about [COMPANY NAME’S] annual United Way campaign! By supporting United Way of Greater Richmond & Petersburg, you are giving to an organization that monitors the evolving needs of communities in our region and steps in to help by leading targeted initiatives and supporting other local programs.

In addition to making donations, there will be many ways to get involved in our campaign. United Way offers plenty of volunteer and engagement opportunities and other ways for you to help improve our communities.

Here at [COMPANY NAME], we’ve got some special events and activities in the works to generate support and excitement for the campaign. [ADD CUSTOM INFO AS APPROPRIATE]

Supporting United Way through our workplace campaign is one of the most rewarding ways to make a real difference in our communities. We can’t wait to work with all of you on this important effort. We’ll be in touch again on campaign kickoff day!