**EMAIL NAME:** Employee Email – General (from ECM)

**AUDIENCE:** All staff

**SUBJECT LINE:** United Way Campaign

**BODY COPY:**

Colleagues,

I am pleased to report that [COMPANY NAME]’s 2020-21 campaign to support United Way of Greater Richmond & Petersburg is **OFFICIALLY UNDERWAY**!

**[IF APPLICABLE]** Last year, [NUMBER] [COMPANY NAME] employees raised [$XXX,XXX] as part of our campaign. This year, with so many people in our community struggling in the wake of the COVID-19 crisis, we need your support more than ever.

If you’re not familiar with [United Way of Greater Richmond & Petersburg](http://www.yourunitedway.org), here are some things to know:

* They work to understand the evolving needs of communities in our region and step in to help by leading targeted initiatives and supporting other local programs. This is done by mobilizing the entire community -- individuals, nonprofits, schools, government agencies and businesses alike -- to collectively tackle our region's toughest challenges.
* They use research to make their decisions. This includes all funding decisions. All of their work is evidence-based and backed by results and data.
* Their strategic framework—*Steps to Success*—zeroes in on key milestones that demand our attention and support. They understand the interconnectedness of the challenges that have been facing our region, as well as new obstacles that have appeared in the wake of 2020's unprecedented crisis and are uniquely qualified to address them.

I hope you will join me in supporting United Way’s fantastic work. Here’s how you can help:

* Make a pledge by [ADD INSTRUCTIONS].
* **[IF APPLICABLE]** Volunteer with your colleagues at [EVENT INFO].
* **[IF APPLICABLE]** [ADD INFO AS NEEDED]

If you have questions, please contact me or [INSERT ADDITIONAL NAMES IF APPLICABLE].

Thank you for your support of United Way! I look forward to a fantastic campaign!

[ECM NAME]