**EMAIL NAME:** Last Call Reminder

**AUDIENCE:** All staff

**SUBJECT LINE:** Last call!

**BODY COPY:**

We are nearing the end of [COMPANY NAME]’s 2020-21 campaign to support United Way of Greater Richmond & Petersburg. I am thrilled to report that [XXX NUMBER OR PERCENT] of our colleagues have added their names to the list of [COMPANY NAME] employees who have joined the movement and have made a pledge to help United Way.

I feel truly humbled to work with such a fantastic group of committed professionals.

I also know that we have an opportunity to make real change. As we reach the end of our campaign, I want to encourage all of you to invest in your community through United Way if you have not done so already. Together, I know we can drive participation even higher and truly demonstrate [COMPANY NAME]’s commitment to the Greater Richmond and Petersburg region.

If you have not done so already, please pledge your support by [ADD INSTRUCTIONS].

If you have any questions, please do not hesitate to ask. Thank you for your continued support of our campaign!

Sincerely,

[ECM NAME]