**EMAIL NAME:** Campaign Team Thank You

**AUDIENCE:** Campaign team

**TIMING:**

**SUBJECT LINE:** Thank you!

**BODY COPY:**

Dear colleagues,

Congratulations! Thanks to your hard work, [COMPANY NAME]’s 2020-21 United Way of Greater Richmond & Petersburg campaign has raised $xxx,xxx. Your hard work will have a tremendous impact on United Way’s effort to collectively improve the region for everyone who lives here. By contributing to this campaign, you have helped:

* **Individuals.** Everyone deserves a path to success -- no matter their age, race or location. United Way ensures that the path is open to everyone and helps those who have fallen behind or run into challenges along the way.
* **Families.** The money we raised will support families in need and help equip them with the tools and knowledge needed to be successful. United Way enables family members to take care of one another and foster safer, healthier homes for young children and older adults.
* **Communities.** United Way’s work to create a better, stronger region means safer and healthier communities for us all. People across the region will receive help in overcoming existing challenges as well as new obstacles that have appeared in the wake of 2020's unprecedented crisis.

None of this success would have been possible without your dedication and passion. It is impossible to overstate the importance of your work on our Campaign Team. You were on the front lines as a United Way advocate, helping our colleagues understand how their support strengthens our community. Thank you.

Sincerely,

[ECM NAME]