**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 2021-22 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, as our community works toward recovering from the pandemic, 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 programs and supporting other local nonprofits. 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 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, and have launched multiple new programs over the past year to continue meeting the ever-changing needs in the community.

I hope you will join me in supporting Richmond’s local United Way. 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]