

Kickoff email example will have a colorful banner and border:



From: [Campaign Manager's name]

Subject: United Way Campaign ePledge Link for <FirstName> <LastName>

Hello <First Name>,

Welcome to the 2021 United Way campaign at [Insert Name]. Thank you for your support of the community through United Way! United Way connects community resources to collaboratively address complex issues surrounding health, education, and financial stability. [Insert Name] is proud to support these community efforts.

To make the campaign pledging process as easy as possible, we are using the online ePledge system. Pledging will be done over a secure website that you will access with a personalized link. This link contains your *personal login* information; please do **NOT** share with others. To begin the pledge process,

[CLICK HERE.](#)

Once you have logged in, you will be able to record your pledge amount and select the method of payment. When you make a gift to the United Way Community Fund, your investment works to provide wrap-around support to families and individuals in need. If you have a particular area of interest, you can direct your gift to a specific impact area – Education, Financial Stability, or Health. If you wish, you will also have the opportunity to designate your pledge to any agency eligible to receive tax deductible donations.

[Space holder: Insert CEO message]

United we're strong! Thank you for supporting United Way!

Sincerely,

[Campaign Manager]