**Campaign Invitation (Launch Day)**

SEND TIME: Campaign launch day

SENDER: Workplace campaign coordinator

SUBJECT: Change Doesn’t Just Happen, We Create It Together!

 **[Name],**



Today is the day for us to LIVE UNITED! We are launching our employee giving campaign. With your support, all of us here at **[Company Name]** can tackle the biggest problems along the Wasatch Front. Everyone should have the chance to recover from crisis.

**Together, we can** use the caring power of communities to make sure every child, every person has the chance to succeed.

By pledging your support, you and your co-workers can help us hit our goal of **[Monetary Goal/Description]​**. The best part? Your investment stays local and you can see the results in your own community — because education, health, and financial stability are not distant issues.

United Way of Northern Utah is seeing results. And, you can be a part of the solution.You can make our community a better place.

**[PLEDGE/GIVE NOW] - enter link provided by United Way Representative**

Thank you in advance for joining **[Company Name]**, because **Change doesn't just happen, We create it together!**  We are lucky to have YOU!

Sincerely,

**[SIGNATURE]**