**Campaign Invitation (Launch Day)**

SEND TIME: Campaign launch day

SENDER: Workplace campaign coordinator

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

**[Name],**

A group of people holding hands and walking

Description automatically generated

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]**