**Reminder #2 Email**

Send time: depending on the length of your campaign, send one reminder email per week.

Sender: United Way CEO, Board, or Campaign Chair first/last name

Subject: How UWNU and **[Company Name]** are Leading the Way



Dear **[Name],**

We want to take a moment to celebrate how United Way of Northern Utah and **[Company Name]** are partnering to change lives in our community.

Let’s build on [**Company Name**]’s legacy. Donate today to **Lead the Way** to a better future for Northern Utah

**[DONATE] - enter link provided by United Way Representative**

Sincerely,

**[SIGNATURE]**