**Subject Line:** Leading the Way in York County

**Preheader Text:** In our community, everyone deserves the opportunity to thrive.

**Email Body:**

Dear {Employee Name},

Please mark {Date} on your calendar as the kick-off for {Company's} annual United Way fundraising effort. During the next few weeks, you will hear a great deal about United Way of York County, SC.

United Way of York County is committed to helping York County families become financially stable. Your support is not just helping one person at a time; it is changing systems to help all of us. United Way of York County believes financial stability is vital not only for a family to succeed but for our community to rise.

I challenge you to join me in leading the way for our community by participating in this year’s campaign. The work is powered by generous supporters, like you and [Company Name], who are committed to #LeadingTheWay to a stronger community.

At {Company Name}, we've earned a reputation for caring about the community where we live and work. Every year, we get the chance to demonstrate that community spirit and leadership by taking part in the United Way campaign. Your generous investment in our community through United Way puts you in good company.

{key employee’s name} is our United Way ambassador and will be in touch throughout the campaign. Join me in supporting this year's effort by investing as generously as you are able. Please be sure to fill out a paper pledge form or [an online pledge form.](https://www.unitedwayofyc.org/pledge/)

We need you with us. Donate today and join us in Leading the Way to a better future for all.

Thank you,

{CEO Name}