**Email: Campaign Welcome and Kick-Off**

**From:** Campaign Coordinator’s first and last name

**Subject Line:** Tri-County United Way Campaign

**Email Body:**

[Name],

Join [Company Name] in leading the way for a better future for all by donating today.

Your support of Tri-County United Way advances health, youth opportunity, and financial security initiatives to ensure our neighbors can thrive. Our work is powered by generous supporters, like you and [Company Name], who are committed to uniting and leading the way to a stronger community.

Because of your generous support, Tri-County United Way is making a difference in Marinette, Oconto, and Menominee Counties. We need you with us. Donate today and join us in Leading the Way to a better future for all.

Closing,
*Signature*

**Email: Pledge Reminder**

**Subject Line:** Time is running out to Lead the Way

**Email Body:**

Have you donated yet to Lead the Way in Marinette, Oconto, & Menominee counties?

From strengthening local resilience to advancing health, youth opportunity, and financial security, your support is integral to creating impact in our community. Employees at [Company Name] are chipping in and Leading the Way to a better future for everyone in our local community!

**BUTTON TEXT:** Donate [Hyperlink]

Thank you for your continued support!

Closing,
*Signature*