**Subject Line:** Announcing the [*Your Company]* Greater Twin Cities United Way campaign, where changemakers unite!

Dear [*Employee Name*],

While each “why” behind giving is unique, every gift has magnified impact because we address the root causes of disparity in our region while meeting urgent needs today. Together, we’re building toward our vision of a community where all can thrive regardless of income, race, or place.

To advance equity and have the greatest impact, we prioritize Black, Indigenous, Latinx, Asian, Pacific Islander and other Communities of Color, and those earning incomes below 200 percent of the poverty level. Because our strategies are regional in scale, our partnerships span the full 9-county metro area.

In 2022, you made it possible to **touch the lives of half a million people** in our region. Together, we:

* **Supported over 460,000 requests** **via our 211 resource helpline** from families looking for help to put food on the table, parents seeking quality child care, young adults facing homelessness and more.
* **Answered nearly 18,000 calls to 988,** providing hope and a brighter tomorrow through the Crisis and Suicide Prevention Lifeline.
* **Supported 138 local nonprofit partners** in direct service, innovation, and advocacy, so that everyone in our region has access to healthy food, stable homes, educational success and economic opportunity.
* **Grew our advocacy network** and laid the foundation for our most impactful advocacy agenda ever.

Here at [*Company Name*], we are launching a one week [*customize length*] campaign for you to join the changemaker movement and make your impact! No matter what shape it takes — donor, volunteer, champion — your role is crucial to our work.

[*Hold for any company match details*]

[*Hold for any virtual events or company incentives*]

Together, we will create a community where all people thrive regardless of income, race or place.

Thank you on behalf [*Company Name*] and Greater Twin Cities United Way,

[*CEO or Executive Sponsor Signature*]

**Subject Line:** Unite to Fuel Change with [*Your Company]* &Greater Twin Cities United Way!

Dear [*Employee Name*],

As you know, here at [*Company Name*], we are committed to serving our community and taking care of each other. Each of us is unique in our reasons for giving; together, we drive lasting change.

We hope you’ll join the changemaker movement. It takes changemakers like you working together to boldy address housing, education and income disparities among People of Color and people experiencing poverty.

At Greater Twin Cities United Way, we have three long term goals that drive our work:

1. Episodes of homelessness and hunger are rare, brief, and nonrecurring.
2. All young children and their families enter kindergarten ready to learn and thrive, and that all youth have the skills, relationships, and mindsets to choose and direct their own future success.
3. All adults enter the workforce prepared for skilled employment and increased wealth.

Your personal approach to giving is an important part of a unified movement of diverse changemakers:

* [Donate](http://gtcuw.org/donate) financially through your workplace.
* [Volunteer](http://gtcuw.org/volunteer) for a project you’re passionate about.
* [Advocate](http://gtcuw.org/get-involved/advocacy) by championing the voices of our neighbors.

[*Hold for any company match details*]

[*Hold for any virtual events or company incentives*]

Thank you on behalf [*Company Name*] and Greater Twin Cities United Way for joining the changemaker movement!

[*CEO or Executive Sponsor Signature*]

**Subject Line:** What will be your changemaker moment?

Dear [*Employee Name*],

Here at [*Company Name*], we have seen an outpouring of support during our Greater Twin Cities United Way campaign — thank you so much for your generosity! If you’re still wondering **“How can I help?”** it’s not too late — **Unite to Fuel Change** runs through [*Month Day.*]

[*Hold for any company match details*]

[*Hold for any virtual events or company incentives*]

* We are inspired to act boldly in addressing profound disparities by income, race and place -- in housing, food, education and economic opportunity.
* Your personal approach to giving is an important part of a unified movement of diverse changemakers:
  + [Donate](http://gtcuw.org/donate) financially through your workplace.
  + [Volunteer](http://gtcuw.org/volunteer) for a project you’re passionate about.
  + [Advocate](http://gtcuw.org/get-involved/advocacy) by championing the voices of our neighbors.

When we unite as changemakers, we can fuel lasting change, unlock human potential and transform our community into a place where all people thrive.

Thank you on behalf [*Company Name*] and Greater Twin Cities United Way,

[*CEO or Executive Sponsor Signature*]