



United Way of
Southwest Michigan

SAMPLE EMAIL FOR ROLLOVER CAMPAIGN

To all employees of _____,

As our organization continues to look forward for our business, we also want to ensure our support for the surrounding community is strong. None of us do this life alone, and we acknowledge that our greatest calling is to reach out a hand to lift up those who need our support. How fortunate we are that United Way of Southwest Michigan has continued to provide funding for food, emergency assistance, mental health support, and everything in between. Their work has never stopped, and they need our assistance more than ever. We need to find solutions to the issues our community faces—because what we do with United Way affects all of us.

Our company will continue to support United Way of Southwest Michigan, and through this year's annual campaign, we hope you will as well. Your support will allow United Way to continue providing funding for Basic Needs, Health, Education, and Financial Stability programs in our communities. Last year, over 114,000 individuals were served through United Way funded programming, perhaps someone you know. You can feel good knowing that the funds raised here, stay here, helping our friends, families and neighbors.

To make giving easy, we have chosen to have a “rollover” campaign. If you are currently contributing to United Way through payroll deduction (THANK YOU!), your contribution will “rollover” into 2024 at the same amount currently being paid. If you wish to change your contribution (increase, decrease, or cancel), please let _____, our company’s campaign coordinator know your wishes in writing, and we will make the appropriate adjustments. If no response is received, your pledge will automatically continue.

If you have not yet had the opportunity to support our local United Way, please contact _____ and a pledge form will be sent to you electronically. Please have all forms and responses submitted by _____.

We are fortunate to have United Way of Southwest Michigan in our corner of this great State. Thank you all for LIVING UNITED.

For more information on United Way of Southwest Michigan and the programs they support visit <https://www.uwsm.org/>.