

NEW TO E-PLEDGE PROCESS EMAIL

SAMPLE EMAIL FOR E-PLEDGE CAMPAIGNS



United Way of
Southwest Michigan

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 in Berrien, Cass, and Van Buren counties, perhaps someone you know. You can feel good knowing that the funds raised here, stay here, helping our friends, families, and neighbors.**

This year, we want to provide our team members with an easy to use and paperless pledging option. United Way's online pledge platform is convenient, secure and provides you with a safe option if you are still working from home. Our company will have a private link to our pledge site - **the link is all you need.**

Contributions can be made via payroll deduction or in a one-time payment with a credit card or bill me options. Registration is easy and can be done online, click on this link: community.uwsm.org/ _____

- First, please enter using your work email.
- Next, you will receive an email asking you for confirmation.
- Once this is confirmed, you can log right in and follow directions for using E-Pledge.

Our goal this year is \$_____. We appreciate your participation, but please donate by _____. If you have questions, or need to donate by check, please contact your Employee Campaign Coordinator, _____.

You can feel good knowing that the funds raised here, stay here, helping our friends, families and neighbors. Our company will continue to support United Way of Southwest Michigan, and we hope you will as well. Thank you all for LIVING UNITED.