

Subject: United in Local Love

We are excited to announce the beginning of our annual United Way Regina Campaign!

As you know, United Way is an integral part of our community. They work to support the most vulnerable in their hour of need; with a large focus on helping children reach grade 3 reading level to help them get to graduation.

Last year, so many <OrgName> team members stepped up to show their local love for this community, and we want to say THANK YOU! You have shown how much you care about our neighbours and families who need us the most.

You will learn more about their programs and initiatives in our presentation on DATE, and in future communications – so keep an eye out to learn how your donation can help us build a stronger community for all!

Our pledge drive begins today and wraps up on <DATE>. We have a few incentives to encourage you to make your donation early:

- EARLY BIRD
 - Make your pledge by DATE and you are entered to win a **day off with pay!**
- INCREASE YOUR GIFT
 - Increase your gift by \$50.00 and you will be entered to win a **parking spot for a week!**

We will announce our campaign total at our cinnamon bun coffee wrap up event on <DATE>.

Please donate to support those most vulnerable in our community.

Your United Way Campaign Committee (OR senior leadership sponsor)