**Campaign Start Email**

Audience: All Staff

Subject Line: It’s here! Make an impact in this year’s United Way Campaign

I am pleased to report that [COMPANY NAME]’s 2020-21 campaign to support Pikes Peak United Way is OFFICIALLY UNDERWAY!

[IF APPLICABLE] Last year, [NUMBER] [COMPANY NAME] employees raised [$XXX,XXX] as part of our campaign. This year, with so many people in our community struggling in the wake of the COVID-19 crisis, we need you in the fight for the Pikes Peak region with us more than ever.

If you’re not familiar with Pikes Peak United Way, it’s good to know:

* Pikes Peak United Way strengthens our community by improving Education, Income and Health – focusing on Youth Success and Family Stability. We all win when we provide a hand up to our region’s estimated 82,753 people living in poverty and 1,551 people living without a home. Everyone has a part to play in creating positive change and giving to Pikes Peak United Way is the best way to improve local conditions.
* Pikes Peak United Way currently helps fund 21 organizations and partners in order to improve the education, income stability and health of local families. Last year, the fund helped 45,052 local people struggling to be stable and self-sufficient. investment in our re.

I hope you will join me in supporting United Way’s important work. Here’s how you can help rebuild our community:

* **[IF APPLICABLE]** Join your colleagues at the Virtual Campaign Launch event on [EVENT INFO]. You will have the opportunity to learn more about the organization’s work, the impact it has had, and how we can be stronger together during these challenging times.
* Make a pledge by [ADD INSTRUCTIONS].
* **[IF APPLICABLE]** [ADD INFO AS NEEDED]

If you have questions, please contact me or [INSERT ADDITIONAL NAMES IF APPLICABLE].

Thank you for your support of United Way! I look forward to a fun and fantastic campaign!