**Stronger Together**

Audience: All Staff

Subject Line: Stronger Together, Even When We Are Apart

Many things have changed about our world in the past few months, but our ability to make a difference throughout our region remains the same. That’s why I’m excited to invite you to once again help improve the education, economic mobility and health of every person in our region with Pikes Peak United Way.

Together, all of us at [COMPANY NAME] can take action today that will help make the region stronger.

[INSERT STORY OR ANECDOTE FROM COMPANY KICKOFF OR PREVIOUS YEAR’S CAMPAIGN]

**Our Community Is Worth the Investment**

Audience: All Staff

Subject Line: Our Community Is Worth the Investment. Will You Join Us?

This year as a company, we have the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] to improve the community in which we live and work. We’re counting on generous people like you and your teammates to help us get there.

By pledging your support, you can make a difference. The best part? The money you give stays here and you can see the results in our backyard.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

Thank you in advance for showing the world what we’re all about here at [COMPANY NAME].

[GIVE TODAY]

**We <3 the Pikes Peak Region**

Audience: All Staff

Subject Line: We <3 the Pikes Peak Region. It’s why we partner with United Way.

[COMPANY NAME’S] loves [OFFICE LOCATION] and we love the Pikes Peak Region. We value each and every person who makes Colorado such an incredible place to work, raise a family, and enjoy life. That includes you.

It’s why we are proud to partner with Pike Peak United Way. United Way is leading the fight for the foundational building blocks of a thriving lifestyle, and believes that every person deserves a chance to meet their essential needs, get a good education, be provided opportunities for good health, and financial stability.

When you give, Pikes Peak United Way combines your gift with its unparalleled ability to convene partners, providers, and resources to address the old, the new, the urgent, and the continuing needs of our community. Your gift will be amplified by the gifts of your coworkers and friends – together, we can make the region we call home an even better place to be.

**Why I Invest**

Audience: All Staff

Subject Line: Why I Invest in the Common Good

*Tell your story about why you invest in PPUW. Share how you got started and what motivates you to continue. Feeling even more motivated this year? Tell your colleagues why!*

Community engagement is not canceled. Join us today.

**Reacting to Community Needs**

Audience: All Staff

Subject Line: PPUW Reacts to Community Needs

The work of Pikes Peak United Way and its partners has always been focused on improving the quality of life in our community, and the services PPUW provides are critically important as we face the financial, education, and health challenges related to COVID-19.

A person can support one organization that works on one aspect of addressing poverty. However, a family wanting to exit poverty needs the support of many different organizations. Parents need quality information, affordable housing, physical and mental healthcare, childcare, career training, job placement and training in life skills. Their children need quality early childhood education, positive mentors, and academic and social support throughout their school years.

PPUW 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.

Now, more than ever, it is important to pool your resources with more than 7,000 other donors in order to improve systemic issues, and Pikes Peak United Way allows you to do just that.