**Welcome Email**

Dear <Salutation>,

The power of caring and connection has never been greater.

<Company Name> is proud to support United Way of Northwest Vermont’s 2023 Community Campaign with the theme: ***United in Purpose***.

Every day, United Way of Northwest Vermont brings people together to build strong communities where everyone has access to the resources and relationships they need to thrive. But they don’t do this work alone.

United Way’s work is powered by local people, organizations, and businesses that are committed to supporting the strength, vitality and resiliency of our community. United Way helps our community be **United in Purpose**.

The challenges we face as a community are overlapping and interconnected – from housing and food insecurity to exacerbated mental health and substance misuse crises to workforce challenges. United Way mobilizes and supports local people to work together on local solutions to benefit our community today and strengthen it for tomorrow.

We all have times when we need help, and times when we can give help. Our community has what it takes to support each other and get through even the most difficult of times. But we each must do our part.

**United Way invests $3 back into our community for $1 employees donate.**

Your gift to United Way of Northwest Vermont strengthens resources in our community and ensures help is here when you need it.

We can do more United than alone.

Donate now (link).

\****Please do not share your link with anyone else, it is unique to you.***

**Landing Page**

Thank you for supporting United Way of Northwest Vermont’s 2023 Campaign: ***United in Purpose***. Only by working *together* can we build a more resilient region where everyone in our community has access to the resources and relationships they need to thrive.

<Company Name> is proud to support United Way of Northwest Vermont through our annual workplace campaign, helping to address critical issues that affect our family, friends and neighbors across Northwest Vermont.  
   
United Way is uniquely positioned to address challenges that no single organization or individual can solve alone. United Way bridges the divides between government, corporations, individuals and nonprofits to help our community be United in Purpose. But we need your support.

Together, let’s show our commitment to creating a thriving community for all.

Please make a donation today (link).

**Reminder Email**

Dear <Salutation>,

There’s still time to donate to <Company Name>’s United Way Campaign!

We’re United in Purpose to build a more equitable and resilient Northwest Vermont, and our neighbors are counting on you.

United Way relies on each and every contribution. With every gift, no matter the size, United Way leverages the caring power of our entire community to make an even bigger impact on the lives of our Northwest Vermont neighbors.   
  
We’re excited to use E-Pledge as a way to make pledging to our workplace campaign easy. Log in to E-Pledge below to make your gift.

**<Company Name>’s United Way Campaign ends on <date>. Please click this link to access your E-Pledge account today!**

*\*Please do not share your link with anyone, as it is unique to you.*  
  
*Cash and check donations can be made through E-pledge; after pledging, please forward payments to your United Way Keyperson. Thank you for supporting our community!*