**Subject Line:** Announcing the [*Your Company]* Greater Twin Cities United Way campaign, where We All Belong!

Dear [*Employee Name*],

**We all belong in a thriving future.** When you unite with fellow changemakers, you fuel lasting change, unlock human potential and transform our community into a place where all people can thrive.

**OUR IMPACT TOGETHER**

In 2023, you made it possible to touch the lives of half a million people in our region. Together, we:

* **Responded to 342,388 requests via our 211 resource helpline** from families struggling to pay for housing and put food on the table, parents seeking quality child care, young adults facing homelessness and more.
* **Answered more than 24,000 calls to the 988 Suicide and Crisis Lifeline,** providing hope for a brighter tomorrow.
* **Supported 158 local nonprofit partners** in direct service, innovation and advocacy so that everyone in our region has access to healthy food, stable homes, educational success and economic opportunity.
* **Successfully advocated for unprecedented state investments** in prosperity, including $2 billion in early child care and education, $1 billion in affordable housing and homelessness response, and significant policy improvements to reduce “benefits cliff” impacts on households striving for increased earnings.

Here at [*Company Name*], we are launching a one week [*customize length*] campaign for you to join the changemaker movement and make your impact! No matter what shape it takes — donor, volunteer, champion — your role is crucial to our work.

[*Hold for any company match details*]

[*Hold for any virtual events or company incentives*]

Together, we will create a community where all people thrive regardless of income, race or place.

Thank you on behalf [*Company Name*] and Greater Twin Cities United Way,

[*CEO or Executive Sponsor Signature*]

**Subject Line:** We All Belong with [*Your Company]* &Greater Twin Cities United Way!

Dear [*Employee Name*],

At [Company], you belong, and we are committed to serving our community and taking care of each other.

Together, we can meet urgent needs today *and make lasting change* to address the root causes of disparity in the Greater Twin Cities. These three goals are vital to ensuring everyone in our community can reach their full potential regardless of income, race or place:

1. Episodes of homelessness and hunger are rare, brief and nonrecurring.
2. All young children and their families enter kindergarten ready to thrive, and all youth have the skills, relationships and mindsets to choose and direct their own future success.
3. All adults enter the workforce prepared for skilled employment and increased wealth.

Your personal approach to giving is an important part of a unified movement of diverse changemakers:

* + [Donate](https://www.gtcuw.org/donate/) financially through your workplace.
  + [Volunteer](https://www.gtcuw.org/get-involved/volunteer/) for a project you’re passionate about.
  + [Advocate](https://www.gtcuw.org/our-impact/advocacy/) by championing the voices of our neighbors.

[*Hold for any company match details*]

[*Hold for any virtual events or company incentives*]

Thank you on behalf [*Company Name*] and Greater Twin Cities United Way for joining the changemaker movement!

[*CEO or Executive Sponsor Signature*]

**Subject Line:** We all belong in a thriving future, and we Thank you for your support!

Dear [*Employee Name*],

Here at [*Company Name*], we have seen an outpouring of support during our Greater Twin Cities United Way campaign — thank you so much for your generosity! If you’re still wondering **“How can I help?”** it’s not too late — **Unite to Fuel Change** runs through [*Month Day.*]

[*Hold for any company match details*]

[*Hold for any virtual events or company incentives*]

* We are inspired to act boldly in addressing profound disparities by income, race and place -- in housing, food, education and economic opportunity.
* Your personal approach to giving is an important part of a unified movement of diverse changemakers:
  + [Donate](https://www.gtcuw.org/donate/) financially through your workplace.
  + [Volunteer](https://www.gtcuw.org/get-involved/volunteer/) for a project you’re passionate about.
  + [Advocate](https://www.gtcuw.org/our-impact/advocacy/) by championing the voices of our neighbors.

Even simple actions can make bold impact, because your personal approach to giving is an important part of a unified movement of diverse changemakers.

Thank you on behalf [*Company Name*] and Greater Twin Cities United Way,

[*CEO or Executive Sponsor Signature*]