Campaign Kick-Off Email 2018 - generic

From:

**Subject: United Way 2018 Campaign**

Hi All,

Company Name is proud to partner with United Way of Snohomish County, making it easy to give through our annual campaign. For XX years, Company Name employees have led the way in community giving. This year, giving to our campaign is more than a donation, it’s an investment in truly addressing the root causes of poverty.

More than 44,000 families in Snohomish County are struggling to get by. Some are homeless, many go to school hungry, and all of them have one thing in common: they need long-term solutions, not short-term fixes.

CORE (Creating Open Roads to Equity) is a collaborative approach of United Way that removes barriers to help families escape the traps of poverty. United Way is an active partner and funder of five CORE Collaboratives made up of 68 public, private, and nonprofit partners, working together in innovate ways around a shared plan. CORE gives voice to the whole family, simultaneously meeting the needs of both the child and the adults caring for that child, which has the greatest potential to advance family success**.**

Our payroll deduction makes giving easy but you can also give by check, cash, credit card.

Invest in something different. Existing programs are essential, but if we continue to fight poverty in the same way, we are supporting the barriers that can keep families trapped.

For questions, contact Company Contact email.

Sincerely,

Name

2018 CORE Ambassador