**LONG Campaign Kickoff Email Template**

Subject Line: We Can Open Roads

--------

Dear Team,

Today is the day we give back to the community in a new way. About 13,000 families in Snohomish County are trapped in poverty. Families with young children have poverty rates as high as 18%. Some children are homeless, many go to school hungry, and all of them have one thing in common: they need our help.

All of these children have an adult who helps take care of them—a parent, grandparent, aunt, uncle, or guardian. But typically programs and services to help such families are either parent-centered or child-centered. United Way’s new work focuses on the whole family, serving the child and the adult in their lives, together.

Based on true stories, Cami and Tisha explain it best in this short, 2-minute [animated video.](https://www.youtube.com/watch?v=5ZDShMaUhsI&t=9s)

What does this mean for Snohomish County? It means United Way is entering the complex conversation around poverty in a very different way through their new collaborative approach: *Creating Open Roads to Equity (CORE).*

* **CORE changes the work** by serving the whole family (2-Generational Approach) and bringing together groups of community partners around a shared plan of action (Collective Impact).
* **CORE changes the way we invest in the community** with United Way’s new CORE Collaborative Grants that will fund groups of 5 or more cross-sector partners focused on young children (birth to age 8, including prenatal) and their families with low income.
* **CORE changes the way United Way partners** by moving beyond their traditional role of simply being a fundraiser to being a funder, partner, convener, and catalyst for all families to have access to opportunity.
* **CORE changes the way we help families** byaddressing the root causes of a family’s struggle and dismantling the systems that keep families trapped in poverty.

***Your donation will help to pave an open road to success for families, moving them out of poverty.***

**How to Get Involved:** [Delete the options that do not apply to your company]

* Attend our [insert date] community conversation
* Complete the attached pledge form by [insert date]
* Give through the online campaign here <<link to company campaign page>>
* Volunteer at an upcoming event [insert information]
* Follow United Way of Snohomish County on [Facebook](https://www.facebook.com/unitedwaysnohomish/) and [Twitter](https://twitter.com/unitedwaysnoco) and join our [CORE Social Media Advocacy Team!](https://www.facebook.com/groups/CoreSocialMedia/)
* Visit [www.uwsc.org](http://www.uwsc.org) to learn more

I hope you will join <Insert name of company> to support this exciting new work to help children and families for generations to come.

Sincerely,  
[Name] [Title]