**To: All Staff**

**Subject: United Way Campaign**

Help make local issues #UNIGNORABLE

On *(Date),* we will be kicking off (*Company’s Name) 2020* United Way Campaign. By giving to United Way Niagara, you can create change right here at home.

Now, more than ever, your community needs you.

Physical distancing is challenging all of us in new ways, but for people experiencing homelessness, it’s impossible. Staying home certainly isn’t convenient, but for people experiencing domestic violence, it’s life threatening. And for those experiencing food insecurity or mental illness, loss of contact with services and people is more than a frustration, it’s a crisis.

<https://www.youtube.com/watch?v=RRxn1MovN5g>

United Way is working closely with various levels of government, along with a network of partner agencies, to effectively address these needs in a rapidly changing situation. Your support is crucial to ensuring that the people being served by our funded programs have the resources they need to keep going.

We don’t know how long this crisis will last, but we know that the vital social safety net that United Way provides is needed now more than ever to overcome this crisis and look toward recovery. There is no other network with a similar pulse on community needs.

Donate today and help people in need of safe shelter, food, connection, or mental health care make it through this crisis.

Please consider making a gift today, your community needs you. Thanks to the generosity of many match sponsors, United Way is offering three different gift matching programs to increase the impact of your gift. The matches apply to new donors, existing donors as well as leadership donors. For more information, visit <https://www.unitedwayniagara.org/get-involved/donate/>

**EXAMPLES OF SHARING MATERIALS & PLEDGE FORMS (CUSTOMIZE)**

I have attached more information for your consideration…

Additional materials have been uploaded to our intranet portal…

You can make your donation via the personal link sent to your email…

Please fill out the attached pledge form with your donation and return to me…

If you have any questions let me know.

Gratefully,

NAME