Dear [First Name],

Our United Way campaign is underway, and I hope we can count on you to make a pledge to change lives with us this year. As a supporter of United Way myself, I believe strongly in their mission to improve lives, strengthen the community, and advance equity for the benefit of all.

You have the power to build a better Greenville County, supporting thousands of local families and individuals through improving education, increasing financial stability, and building vibrant and equitable communities for each of our neighbors.

If you have not already, I encourage you to pledge to this year’s campaign. Our community is counting on us to make a difference. We are Stronger United.

Sincerely,

CEO Name