**Email #2: Campaign reminder (from CEO)**

**Synopsis:** Build momentum by having leadership communicate the importance of the campaign, showing support, and encouraging participation.  
**Recommended Send Time:** 5 days after Email #1

**From: [CEO name]**  
**To: [company name]** all employees  
**Subject:** Join me in supporting United Way

Dear [First Name],

We all love Martin County and we want it to be the best community it can be. As individuals who work in Martin County, we see both the successes and shortcomings of this community.

The issues affecting our community are complex and it’s impossible for one single organization or individual to solve them all. Helping make sure our most vulnerable citizens don’t fall through the cracks—or aren’t vulnerable in the first place—is a big job. And it starts with you.

For 50 years, United Way has served Martin County, bringing together people and resources to fight poverty and strengthen our entire community by changing individual lives.

By giving to United Way, you are joining forces with your co-workers and thousands of other donors. In doing so, you are making a larger impact than you could individually. Your contribution stays local and is strategically invested in 42 programs right here in Martin County to make sure everyone has access to health care, receives a quality education and can build a financially stable path.

Next week, you’ll receive the official campaign kickoff email that will link you to an easy and secure way to make your pledge to United Way. In the meantime, we invite you to learn more about [United Way’s impact in our community](http://www.unitedwaymartin.org/).

Sincerely,

[CEO Name]