



Campaign Ambassador Message #1 —Campaign Kickoff

The following is suggested text only. We encourage you to personalize it based on your needs.

Dear [COMPANY NAME] colleague,

Strong communities are built when people come together to uplift one another. Today, I invite you to join the effort to create opportunities for our neighbors by supporting our local United Way, United Way of South Central Michigan.

United Way of South Central Michigan envisions strong, caring communities where every person is valued, thriving and connected. They address social issues from multiple angles to create opportunities for families and individuals to meet their basic needs, strengthen resiliency, and find pathways to financial security. United Way's partnerships reduce racial and economic disparities, addressing the needs of ALICE (Asset Limited, Income Constrained, Employed) households. You can learn more about United Way of South Central Michigan online at www.unitedforscmi.org.

United Way is leading the charge to help individuals and families become financially stable and thrive into the future, but each of us has a role in getting there.

[ADD INFORMATION HERE ABOUT MAKING A PLEDGE]. If you prefer, you can donate directly by going to www.unitedforscmi.org/donate to make a secure contribution. And you can be confident that your local donation will be invested locally.

If you have any questions, please contact [NAME].

Thank you for your vital role in transforming lives in our community!

[SIGNED]