**Subject: Join our United Way campaign today!**

Hello, [FIRST NAME],

Today marks the kickoff of our **2021 United Way of the Greater Triangle campaign**! Our local community has been through so much in the past year and United Way continues to help our neighbors recover. With your support, [COMPANY NAME] can make a big difference across the Triangle.

Nearly 200,000 local residents were living in poverty before the COVID-19 pandemic and hundreds of thousands more faced unexpected challenges coping with job loss, business closures, and new healthcare needs. The ripple effects are still being felt by so many and United Way is here to help them recover.

United Way tackles the deepest causes of poverty from multiple angles. Every gift you make to our United Way stays right here in the Triangle.

**Did you know:**

* **More than 150,000 people in our community live in poverty**
	+ **Nearly 16% of them are children**
* **1 in 5 children in the Triangle is at risk of going hungry today**
* **More than 1,400 people are homeless in the Triangle on any given night**

[COMPANY NAME] is committed to supporting our local community and addressing these critical needs. Whether you’re passionate about access to healthy food, education, stable housing, healthcare, or racial equity, United Way is your place to be a part of the solution.

We encourage you to support United Way and its strong network of partners directly, but also to continue to support the organizations that you’re passionate about through their designated giving option. Those gifts are fully paid to the organizations you choose and support the great work of many nonprofit organizations in our community.

**Be a part of the solution with United Way by making your gift today!**

[DONATE BUTTON]

Thank you,

[SENDER’S NAME]

Please do not forward this link. It contains your personal login information.

Have a question about pledging online? Send an email to epledge@unitedwaytriangle.org for quick support.