**Reminder to Donate**

Send shortly before the campaign ends, one last reminder for those who haven’t given yet.

### SUBJECT: You Can Still Help

Dear [employee name],

Our United Way Giving Campaign ends on [campaign end date]. If you haven’t yet had the chance to pledge, I want to share a little bit with you about why I support our community through the campaign.

As you may have heard during the campaign, 1 in 4 individuals in our region receives help through the United Way agencies. How can our community succeed when so many people are stuck in a cycle of need?

The good news is that you can make the difference. Together, we can break this cycle, by giving families the chance all of us deserve.

United Way has been around in this area since 1923 and has made investments that have helped a lot of people. Because of that history, I feel confident that investing in United Way means investing in effective programs.

[share a personal anecdote about why you choose to give]

That is why I choose to give — because I know that when kids and families succeed, we all succeed. Together, we can create healthy, well-educated and financially stable kids and families.

Will you join me in being a part of the change?

You can give through [campaign end date]. Please turn in your pledge form to [name].

Want to learn more? Visit unitedwaynci.org

[Closing]

[Name]