

CAMPAIGN KICK-OFF EMAIL

This email is intended for your kickoff/Campaign start date.

Subject: Join Us in Leading the Way for a Brighter Future!

Dear <NAME>,

Get excited because the United Way of Rock River Valley (UWRRV) Employee Workplace Campaign is kicking off right now!

UWRRV is on a mission to mobilize our community into action so that everyone has the opportunity to thrive. Whenever there's a need, UWRRV is there, and your generosity makes it all possible. Join <COMPANY NAME> in leading the charge towards a better future for all by making your donation today.

Here's how UWRRV is making a difference and creating lasting impact:

- **United for Literacy:** In Winnebago County, there's a critical literacy challenge, with only 1 in 3 third graders reading at grade level or above. UWRRV is advancing youth opportunities through targeted initiatives that provide equitable access to literacy resources and educational interventions. To date, UWRRV has prepared over 10,000 children for kindergarten readiness, distributed nearly 64,000 books and educational materials, trained nearly 200 volunteer tutors, and implemented reading programs in local churches and organizations, alongside partnerships with the Rockford Rivets and IceHogs.
- **211 Helpline:** UWRRV supports Winnebago County's vital 211 helpline, connecting thousands of people to trained specialists who offer crisis counseling, disaster assistance, healthcare access, housing stability, employment services, and more. This service is a lifeline for our community in times of need.
- **Strong Neighborhoods:** United Way is leading a focused effort to enhance quality of life for families through its Strong Neighborhood Homes across Winnebago County. These homes provide educational opportunities, mental health support, addiction counseling, and other crucial services, reinforcing hope and resilience within our neighborhoods.

Click here [insert link to donation page] to make your contribution now or submit your completed pledge form today. Your gift will directly impact the lives of local children, families, and individuals in our community.

Join us in leading the way towards a brighter future for all. Together, we can make a meaningful difference.

Thank you for your support,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>

