

REMINDER EMAIL #2

Best scheduled 3-7 days before your campaign end date.

Subject Line: What are we doing together in the Rock River Valley

Hello <NAME>,

Whether you're a longtime supporter or new to United Way of Rock River Valley (UWRRV), your presence and commitment are crucial to our shared mission. At UWRRV, we firmly believe that every individual in Winnebago County deserves the chance to thrive. Together with you, we harness the compassion and determination of our community to drive transformative change right here at home.

Every day, UWRRV programs address our community's most pressing needs head-on. We at <COMPANY NAME> are immensely proud of what we've achieved together:

- UWRRV has empowered over 10,000 children, ensuring they enter kindergarten prepared and eager to read.
- Through the distribution of nearly 64,000 books and educational materials, we're fostering literacy and nurturing young minds.
- Nearly 200 dedicated volunteer tutors have been trained to inspire a love for reading among children throughout our community.
- By partnering with local churches, organizations, and sports teams like the Rockford Rivets and IceHogs, UWRRV has implemented innovative literacy-focused programs that are making a real difference.

While we celebrate these milestones, there is more work ahead to build on this momentum. Whether you've already contributed or are considering joining us for the first time, your support is vital.

Click here [insert link to donation page] to make your contribution now or submit your completed pledge form today.

Together, let's continue to lead the way toward a brighter future for the children and individuals who call the Rock River Valley their home. Your involvement makes a tangible impact, shaping a community where everyone has the opportunity to thrive.

Thank you for your unwavering support and dedication.

Warm regards,

<SIGNATURE BLOCK OF CEO OR COORDINATOR>