

**LEADING  
THE WAY**



**Subject Line: [Company Name] is Leading the Way in Eastern New Mexico**

**Email Body:**

**[Name],**

**United Way of Eastern New Mexico supports the needs of our community every day to help strengthen our community to ensure everyone will thrive. Join me in leading the way for our community by participating in this year's campaign. We've set an ambitious goal of raising [monetary goal/description] to help do just that. I believe that when we come together as a team, there's no challenge that can't be solved. That's why I'm inviting you to join me in Leading the Way toward positive change in Eastern New Mexico. This is more than a campaign – it is a call to action for us at [Company Name] to advance solutions to real problems facing people in the communities where we live and work.**

**Together, we can advance health, youth opportunity, financial security and strengthen overall community resilience to build a future where everyone can reach their full potential. We're counting on generous people like you and your teammates to help improve the lives of people in our community. Last year, United Way of Eastern New Mexico was able to provide 6,770 free books to children, 900+ 9th-grade students participated in financial readiness education and 3,126 families received support through the 211 Help Line; with our support. And this year, with your help, we know that we can do even more.**

**[Insert information about how they can donate]**

**BUTTON TEXT: LEAD THE WAY [Hyperlink]**

**I want to thank you in advance for your valuable support and for Leading the Way here at [Company Name].**

**[Closing],**

**Signature**