Subject Line:

**Your Department is Crucial to the Success of our United Way Campaign!**

As our workplace campaign coordinator, I am excited to support this year’s United Way of Horry County (UWHC) annual campaign. UWHC is working to address the most critical issues in our community that affects our workforce and customers.

They are addressing- and moving the needle- bold goals for education, mental health, and self-sufficiency that will make our community stronger—so we need you now more than ever.

There are several ways you can help:

* Add a United Way of Horry County Campaign reminder to your standing departmental meeting agendas;
* Share a story about why United Way of Horry County is important to you and why you are giving to the campaign this year, especially given the struggles our community is facing;
* Encourage team members who have questions about the campaign to reach out to me at EMAIL;
* Show the United Way of Horry County campaign video during a department meeting, or share a link in a departmental email;
* Host a presentation (in person, by WebEx or Zoom) with one of our United Way of Horry County representatives; or
* Set a departmental participation goal and offer an incentive for the team to reach it (e.g., a pizza party once we’re back from quarantine; a drawing for gift cards or other prizes; etc.).

I hope you will help support this year’s unique and virtual United Way campaign. I am excited to support your efforts and am happy to answer any questions you may have.

Let’s make an impact!

I appreciate your consideration!

Sincerely,