**Campaign Kickoff Email**

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**Subject line:** Be the Change + Support Hardworking Tri-County Families

**Dear [Employee’s Name],**

What if one small act could help lift a local family out of poverty?

Join us for **[Company Name]’s Workplace Giving Campaign** in support of **Trident United Way’s Strong Families, Strong Community Initiative**, a bold effort to uplift 15,000 families out of poverty by 2035.

**Campaign Dates:** [Start Date] – [End Date]
**Goal:** [Fundraising/Participation Goal]

**Why Give?** Nearly 40% of local households are working hard, but struggling to afford the cost of basics. Your gift helps ALICE® families access one-on-one coaching, better jobs and the support they need to build lasting stability.

**Let’s do this, [Company]!** Our Trident United Way Campaign Starts Now! **See you at the Kickoff Event:**
**Date:** [Event Date]
**Location:** [Event Location]

Every gift makes a difference. Thank you for being part of the change.
**[Your Name]**
[Your Title]
[Company Name]