**Campaign Preview Email**

**Send time: One week before campaign launch**

**Sender: Workplace campaign coordinator**

**Subject: Looking for a way to make your moment?**

NAME/Friend,

Are you the kind of person who wants to own the future of your community? Who wants to make meaningful moments happen for yourself and your neighbors?

If you’re nodding yes right now, you won’t want to miss out on your chance to join [COMPANY’S NAME] United Way of [LUW] [WORKPLACE CAMPAIGN NAME].

Whether you’re interested in [LOCAL CAUSE/PROBLEM], [LOCAL CAUSE/PROBLEM], or [LOCAL CAUSE/PROBLEM], United Way of [REGION] is your place to be a part of the solution.

That’s what this year’s [WORKPLACE CAMPAIGN NAME] is all about, and I hope you’ll join your coworkers here at [COMPANY] in making life-changing moments happen right here in [COMMUNITY].

Watch this video to learn more about how you can make your moment -- then add your name to say you’re in:

[SCREENSHOT FROM VIDEO LINKING TO VIDEO]

Get excited! I’ll be in touch soon with all the details.

[SIGNATURE]