



Subject line: Together, we are United in Purpose

Dear [First name],

Every day, United Way of Eastern New Mexico brings people together to support communities where everyone can access a quality education, build economic mobility, and live a healthy life. Our work is powered by people, and local businesses like [company name] that are committed to supporting the strength, vitality, and resilience of our community.

This is not a regular campaign request. Joining United Way to be United in Purpose is a call to purposeful action. To be United in Purpose is to recognize and amplify our power to make a meaningful difference in the communities where we work and live. It's not just a one-time gift to a single issue that will resolve quickly, but a call to collaborate on the complex issues Eastern New Mexico faces.

Here in Eastern New Mexico, we're making a difference in people's lives every year. By coming together to be United in Purpose, we can do so much more to accomplish goals that can change lives, like:

- Increase Grants Made to our Partnering Agencies
- Expand #YouthSuccess Programs

We only succeed when we collaborate and become United in Purpose with people like you who care about Eastern New Mexico, and collaborate with others to advance programs that meet urgent needs today while building strength for tomorrow.

Join us today. [www.unitedwayenm.org](http://www.unitedwayenm.org)

Sincerely,

Kristen Holmes  
Donor Relations Associate