# **Sample Emails for Companies/YPO**

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## **Email 1 - Announcement**

Subject Line: **Save the Date: Wednesday, October 28**

This Fall, (COMPANY/ORG NAME) is supporting [The Pitch](https://unitedwaydallas.org/innovation), the culmination of the United Way Social Innovation Accelerator, in collaboration with Accenture. We are excited to Innovate United, Live United—and we hope you are too.

United Way of Metropolitan Dallas leads the charge to improve education, income, and health right here in North Texas. Over the next few weeks, you’ll have the chance to join in and recognize up-and-coming social entrepreneurs who are creating bold social initiatives to spur lasting change in our community.

**Tune in to the Live Stream**

On Wednesday, October 28, at 6:00 p.m. CST, [five social innovators](https://unitedwaydallas.org/thepitch/#block_5e3090bf74a09) will compete for $225,000 in funding as they pitch their ideas to a live-streaming audience and panel of celebrity judges. [**Get your tickets now**](http://unitedwaydallas.org/innovation) to join in on the fun from the comfort of your couch.

Ticketholders will receive:

* Exclusive access to the virtual event platform (not available to non-ticketholders)
* The ability to vote for their favorite Fellow to win the $10,000 Audience Choice Award presented by Toyota
* Access to a virtual Meet & Greet with the 2020 competitors

Stay tuned for additional details in the coming weeks about how, together, we can Innovate United, Live United.

(Name Here)

## **Email 2 – Meet the Competitors**

Subject line: **Meet the Competitors**

On Wednesday, October 28, at 6:00 p.m. CST, [five social innovators](https://unitedwaydallas.org/thepitch/#block_5e3090bf74a09) will compete for $225,000 in funding as they pitch their ideas for strengthening education, income and health in North Texas to a live-streaming audience and panel of celebrity judges at The Pitch, presented by United Way of Metropolitan Dallas and AT&T.

Up to ten up-and-coming organizations are invited each year to become Fellows of the United Way Social Innovation Accelerator. Each year, five of the 10 Fellows are selected and mentored by local business leaders in preparation for The Pitch. Meet this year’s competitors:

* **Better Block Foundation** is launching a workforce development program that teaches students how to use digital fabrication to reshape their communities while earning a living wage.
* **Carson's Village** helps families navigate the challenging decisions they face after the sudden death of a loved one.
* **EdCor Health** works alongside a Southern Dallas community providing access to health and hope over decades of handcuffs that often plague disinvested communities of color.
* **The Home Visit Project** trains teachers to engage and partner with families to build authentic, trusting relationships through home visits to ensure every child is socially, emotionally and academically successful.
* **Trey Athletes** empowers athletes to become lifelong leaders, unlocking their potential to serve as societal changemakers, representative role models, and influential voices for underserved communities.

[Learn more about the competitors here.](https://unitedwaydallas.org/thepitch/#block_5e3090bf74a09)

Thank you for joining in to help (COMPANY) support this United Way of Metropolitan Dallas program — and our entire North Texas community.

[NAME]

## **Email 3 – Here’s How It Works**

Subject line: **Here’s How It Works**

Don’t miss your chance to help increase the prize money for competitors in this year’s [The Pitch](https://unitedwaydallas.org/innovation), the culmination of the United Way Social Innovation Accelerator, in collaboration with Accenture. The virtual event will take place on Wednesday, October 28, at 6:00 p.m.

Five local entrepreneurs will be competing for $225,000 in prize money to fund their innovation ideas for strengthening education, income and health in North Texas.

**Here’s How It Works:**

Anyone can purchase a ticket to attend the live-streamed event on Wednesday, October 28, at 6:00 p.m. CST. Along with [six judges](https://unitedwaydallas.org/thepitch/judges/), the virtual audience (that’s you!) will listen to each of our five competitors give a five-minute pitch explaining their organization’s innovative idea. Then, it’s time to vote! Here is an overview of the prizes:

* $15,000 Social Innovator of the Year Award
* $10,000 Audience Choice Award presented by Toyota
* $40,000 Participation Prize for each competitor

Want in on the fun? [Get your tickets here.](https://www.eventbrite.com/e/2020-united-way-the-pitch-presented-by-att-tickets-117696141327)

[NAME]

## **Email 4 – Last Chance**

Subject Line: **Last Chance: Buy Tickets to The Pitch**

If you haven’t already purchased your ticket to the October 28 (that’s tomorrow!) Pitch competition, now’s the time! [Buy tickets here](https://www.eventbrite.com/e/2020-united-way-the-pitch-presented-by-att-tickets-117696141327).

Ticketholders will receive:

* Exclusive access to the virtual event platform (not available to non-ticketholders)
* The ability to vote for their favorite Fellow to win the $10,000 Audience Choice Award presented by Toyota
* Access to a virtual Meet & Greet with the 2020 competitors

Don’t miss this chance to support social innovation in North Texas! Together, we can Innovate United, Live United.

“See” you tomorrow, October 28, at 6:00 p.m. CST!

[NAME]