

Announce and Kick Off Your Campaign

Prior to the start of the campaign:

Dear [name]:

The [name of company] United Way campaign is starting [insert date]. We have planned many interesting and fun activities to highlight the impact your United Way contributions make in our community.

United Way is asking people across our community to respond to the LIVE UNITED call to action: Give. Advocate. Volunteer.

We will be able to see our donations in action by visiting one of the United Way Partner Agencies in our area. We'll also have the opportunity to participate in a volunteer project and learn more about ongoing volunteer opportunities.

Look for more information next week!

Sincerely,

[Campaign Chair or ECM]

Dear [employee name],

Mark your calendars! [Insert company name] United Way campaign begins [insert date]. As Employee Campaign Manager, I look forward to the many fun and interesting activities we have planned. This year's campaign focuses on ways we LIVE UNITED in our community.

Stay tuned for more details. Meanwhile, learn more about United Way at www.unitedwayfoxcities.org

Sincerely,

[Campaign Chair or ECM]

Campaign Kickoff:

Dear [name]:

The [name of company] United Way campaign kicks off today! We are excited to get started because at [name of company], we recognize that when you reach out a hand to one, you influence the condition of all.

Last year, we raised [\$XX,XXX] for our community and we hope to surpass that number this year. During the next few weeks, you will get an opportunity to learn more about how United Way is investing your donations in Education, Financial Stability and Health to provide others with the building blocks of a good quality life.

In our upcoming employee meeting, you will hear firsthand about how your contributions are changing lives right here in our community. This will also be your chance to ask questions and find out more about United Way and its Partner Agencies. Please let me know if you would like to take an agency tour, volunteer or get more involved with the campaign.

Everyone can share something, so please join me in making a generous gift to United Way this year.

Sincerely, [Campaign Chair or ECM]

Dear [name],

At [company] we are committed to supporting our community through the work we do and the resources we share. This is why I am pleased to introduce to you this year's United Way employee giving campaign LIVE UNITED.

First, let me express my gratitude to the many [company] employees who have generously contributed to United Way in the past. Your generosity has made a real and lasting difference to individuals and families right here in our community.

Your previous investments have helped support basic needs for those in our community who need them the most; have supported families as they increase income, build savings, and become financially stable, and have increased access to critical healthcare services.

United Way continues to advance the common good by focusing on education, income, health and basic needs. And because your donations stay right here in our local

community, we can feel confident that we are helping family, friends and neighbors right here in our own backyard.

I invite you to join me and be part of these changes. As we give, advocate, and volunteer, we'll increase our own sense of community, and see a tremendous return on our investment.

Together, united, we can inspire hope and create opportunities for a better tomorrow. That is what it means to LIVE UNITED.

Sincerely, [Campaign Chair or ECM]