

### **Kickoff Communication from CEO**

Subject: Now More Than Ever

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in our community. With schools reopening only part time for many, unemployment at record highs, and businesses continuing to struggle there is no doubt that our community need us now more than ever. Participating in this year's United Way fundraising campaign is the way we at [COMPANY] can help rebuild our community and make sure that our neighbors are cared for.

Please hold [DATE] on your calendar for our campaign kickoff and thank you for all that you do.

Sincerely,

[CEO name]

### **Kickoff Communication from ECM**

Subject: Now More Than Ever

I am so excited to be leading this year's United Way campaign! We kick off on [DATE/TIME] and will wrap up on [DATE]. As always, we hope you will participate because when one person is helped, our entire community is strengthened.

This year we hope to raise even more money than last year. With schools reopening only part time for many, unemployment at record highs, and businesses continuing to struggle there is no doubt that our community needs us now more than ever. We're asking our employees to consider taking the 20% for 2020 Challenge - increasing your gift by 20% over last year will make a HUGE difference in our community. And to those that have not contributed before to consider a gift toward this year's campaign. For one in four people in our region, your donation means finding the hope and help they need; a hot meal, homework help for a child, or access to services they so desperately need.

Our community thrives when a child does well in school, families have healthy meals, and workers have solid jobs.

Please join us on [DATE/TIME] to show our community how we work together to LIVE UNITED!

Sincerely,

[ECM Name]

### **Sample CEO Letter**

Dear Employees:

Our annual United Way Employee Campaigns will kick-off on [DATE/TIME] and wrap up on [DATE/TIME].

[COMPANY] will participate in the United Way campaign this year via our online portal. The online portal will give you the ability to submit your pledge electronically. Pledges can be by payroll deductions, by credit card, or by check. If you do not want to use the online portal, a paper pledge form will also be provided to you by [ECM Contact].

Last year, we hosted successful campaigns with employees raising \$[totals] to support vital programs in our own communities. Last year, we had [totals]% participation. **This year, our goal is to reach [goal]% participation and overall contributions.**

We look forward to another successful annual United Way Employee Campaign, and I would like to thank you in advance for your consideration and participation.



