

SAMPLE:

Campaign
Announcement
letter or E-mail
from your
Top Executive

Once a year, those of us here at <insert company name> have a chance to make a difference in the lives of others through our company's United Way campaign. United Way and its volunteers ensure that the needs of the community are met and evaluate programs and make decisions about where contributed dollars are strategically invested each year.

Please join co-workers, friends, managers and me by giving to our annual Heritage United Way Campaign. As a partner with United Way, <insert company name> can help to advance the common good by mobilizing our resources to make a measurable difference. We are working to create solutions that will produce long-term results. Together, we can make our community healthier and stronger.

The United Way Campaign begins on <insert date>. I am pleased to announce that <insert ECC name> has agreed to be our Employee Campaign Coordinator. Very soon <he/she> will be announcing special events and ways you can be a part of this exciting campaign.

Last year, our organization raised <insert amount>. Thank you, again, for your generosity. I am confident our giving spirit will continue into this year's campaign, as well. I believe your contribution to United Way is one of the most important investments you can make in the community. I'll be making a pledge because the work of United Way embodies the commitment of our company to being a part of the change.

I hope you'll join me.

Sincerely,

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SAMPLE:

E-mail or memo you can use to introduce your Campaign and generate interest among your employees.

To: All Staff
Re: Our United Way Campaign

Please join your co-workers, friends, managers and me by giving to our annual Heritage United Way campaign. As a partner with United Way, <company name> can help to advance the common good by mobilizing our resources to make a measurable difference. We are working to create solutions that will produce long-term results. Together, we can make our community healthier and stronger.

Last year, our organization raised (\$) to help create opportunities for a better life for all. This year's campaign begins on <insert date> and our goal is to raise even more money for the community. I know we can do it!

I will send you a follow up e-mail soon to tell you about the fun and interesting events we are planning.

Thanks,
ECC Name

BONUS Best Practice

Keep it short and sweet. A campaign that lasts for one to two weeks is usually more successful than one that is longer.