Sample CEO/Coordinator Kick-off Letter

Dear Employees,

I’m excited to announce that it’s time for United Way of Cumberland County’s annual fundraising campaign. Investing in our community through United Way is an investment in our friends, our neighbors, our fellow employees and even ourselves.

At <COMPANY NAME>, we’ve always been focused on helping others and strengthening the community, and we thank you for your past support. We are looking forward to an even more successful campaign in 2020!

The needs in our area continue to grow, and this year, more than ever, our community needs you. The Asset Limited Income Constrained Employed (ALICE) report issued in 2019 revealed the reality of many working families: Approximately one in two families in Cumberland County have no safety net in times of crisis. As the COVID-19 pandemic has taught us, for our most vulnerable neighbors living paycheck to paycheck, an unexpected disruption can make all the difference in the struggle to make ends meet.

We will be kicking off our 2020 United Way workplace campaign on <INSERT DATE>. Every dollar raised makes an impact. So does every donor. Please join me in making a gift to United Way’s campaign.

If you have questions, please contact <CAMPAIGN CHAMPION>. On behalf of <COMPANY NAME>, United Way of Cumberland County, and those who benefit from your generosity, thank you.

Sincerely,

 <CEO NAME OR CAMPAIGN CHAMPION NAME>