**SAMPLE Letter 1: Kickoff Announcement from the CEO**

Dear Employee,

Please mark (DATE) on your calendar as the kickoff for (Company’s) annual United Way fund-raising effort! This year’s campaign will be run from (Date to Date) and our Employee Campaign Manager (Name) has put together a series of exciting events like (insert event with date) for us to participate in and support.

(Company) cares deeply about our community and the effort to improve the quality of life for everyone in the Thurston County area. Through our contributions to United Way, we can make a substantial and positive impact for those in need. It will take all of us, working together, to create real change in our community.

We will have a chance to learn more about the work United Way does to strengthen our community during our upcoming kickoff rally (insert date). I look forward to seeing you all there!

Sincerely,

CEO name

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**Sample Letter 2: Campaign Kickoff Announcement from the ECM**

Dear Colleagues:

Please mark your calendars for (Date) as the kickoff for (Company name) United Way fund-raising and awareness campaign! This year’s effort will run from (date to date) and we hope to make it as successful and informative as ever. Our goal is to raise $(Dollar Amount) during the campaign season. Will you join me to help make this happen?

Investing in our community is an important responsibility that we can all share, as individuals and as a company, and United Way has the scope, expertise and influence to bring together the people and resources to make the most of our investments. Our community thrives when children succeed in school, when families are financially stable, and when people live healthy lives.

Please join me on (date of kickoff) to show our community how we can work together to LIVE UNITED. See you at the kickoff!

Sincerely,

ECM Name