

Sample Campaign Announcement Letter

Letter signed by CEO or senior-level management.

Employee name (Personalize, if possible; otherwise, consider something like Fellow Concerned Employee),

I would like you to join me in changing the world – right here at home.

Last year, United Way of Linn County, along with employees and companies throughout Linn County, raised \$966,059 dollars. That means that more money than ever before was available to help alleviate some of our community's most pressing problems, right here at home. I'm inviting you to join me in once again extending a hand and changing a life for the better.

United Way of Linn County helps more people, in more ways, with less red tape than any other charitable organization in the county. Giving to United Way is the most efficient, effective and convenient way to make a positive difference in individuals lives. United Way of Linn County gives money to organizations that help those in need with food and shelter, counseling for personal and community relationships in turmoil, safe havens from abuse, health care, and education and job skills to lead an independent life. Each year, one in three United Way residents is helped in times of need through United Way efforts.

United Way's greatest strength is the care it takes with each and every donation. They carefully study and monitor dozens of worthy causes and then, through United Way's efforts, they carefully distribute the money to meet Linn County's most critical needs. United Way works with agencies to set goals to ensure positive results and continued funding.

Our United Way employee campaign begins on (date). I am excited to announce that (name of employee) has graciously agreed to be our campaign coordinator.

Last year, United Way of Linn County raised more new dollars than ever before. This year, join me in the power of positive giving as, together, we build the strongest community ever!

Thank you,

Name of CEO or management