

SAMPLE CAMPAIGN KICKOFF LETTER

Hey Team,

I’m excited to announce that today marks the start of our United Way Employee Giving Campaign! We are excited to continue [COMPANY NAME]’s proud tradition of giving back to the community through United Way of Northwest Florida County

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of Northwest Florida is doing to help the community and how you can make an impact. As this year’s United Way Employee Campaign Coordinator, I’ll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each do what we can.

Last year, we raised [$XX,XXX] through our campaign and XX% of employees participated – THANK YOU! This year, we expect to reach a goal of [$XX,XXX or XX% participation] and make a positive impact on XXX County.   Beginning [DATE], you will have the opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting United Way’s poverty-cutting programs – your dollars help support the over one in four households that struggle to meet basic needs in our region. Thank you for caring about the people who need our support the most in XXX County

Let’s have a great campaign!

[CEO, Campaign Chair or Coordinator]

**About United Way of Northwest Florida:** The United Way of Northwest Florida is an independent 501(c) 3 organization that has been serving residents of Bay, Calhoun, Gulf, Holmes, Jackson, and Washington counties for over 50 years. Our mission of providing support to those in need focuses on education, financial stability and health programs. Collaborative work with local programs, business partners, and community leaders is what differentiates the United Way of Northwest Florida. We cater to critical needs, while simultaneously building positive and long-lasting community change.