

Sent to: All Employees
Date: Kick-off
Subject: Investing in our community
Body:

At **<INSERT COMPANY NAME>**, we care about our community. That's why we partner with United Way, an organization committed to bringing people together and solving complex problems that affect us all.

United Way's initiatives and partnerships help ensure that kids get the right start in life so they can succeed in school; provides financial coaching to get families back on their feet; and is making sure kids have access to nutritious meals all year long.

United Way is different from any other charity because it works to create lasting solutions through research, best practices and powerful partnerships. Today, I'm asking you support these efforts.

Giving to United Way is easy and safe. Please make your contribution today: **<INSERT WORKPLACE DONATION LINK>**.

Your gift isn't simply charity, **<FirstName>**, it's an investment in our future.

I hope you will join us.

Thank you,

Signed by the CEO or Campaign Coordinator