

## Sample campaign announcement letter or email from your CEO

Dear (employee name),

We each have the power to help transform the world. And we can begin right here in Miami, our own community.

It takes all of us working together to create a more educated, prosperous and healthy Miami-Dade, and you are essential to realizing that vision for our community.

United Way has a community plan focused on education, financial stability and health. Education is at the foundation of it all. A good education leads to better jobs, better health, a better quality of life. And for those who need an extra hand, United Way is there to help. When we invest directly in the community plan, the money stays local and is invested by United Way volunteers – people just like you. Every dollar you give to the United Way community plan - rather than to a specific agency - turns into \$2.16 worth of help through matching grants, in-kind gifts and volunteer time.

Our United Way campaign begins on (date). I am pleased to announce that (name of ECM) has graciously agreed to be our employee campaign manager. Very soon (he or she) will be announcing special events and ways that you can be a part of this exciting campaign. Last year, our organization raised (\$\$\$) and I am confident that with your help, this year we can be even more successful and even exceed our goal of (\$\$\$) – changing more lives than ever here in Miami-Dade.

I invite you to give your time, your resources, your voice and your talents. Please give generously.

Join me and LIVE UNITED.

Thank you,  
(CEO name)