**United Way of Frederick County**

**Employee Giving Campaign**

**Sample Kick-Off Letter**

Sample Campaign Kickoff Letter

Hello 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 Frederick County.

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of Frederick County 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 upcoming events, and the impact we can all have on our community when we each do what we can.

Our community needs our support now more than ever before. COVID-19 has affected all of but some much more than others. We all know someone who has lost a job or hours at work, lost health insurance, or is just really struggling with the financial and emotional toll of this hard time. Add these households to the 37% of households already struggling to make ends meet before COVID and you can see the enormity of the need facing our community. That’s why we need your support!

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 Frederick. 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 programs. Thank you for caring about the people who need our support the most in Frederick County.

Let’s have a great campaign!

[ECC Name and Title]