

# EMAIL TEMPLATES

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## PRE-CAMPAIGN | CEO ANNOUNCEMENT

Dear (EMPLOYEE NAME),

At (WORKPLACE), we welcome the opportunity to support United Way of El Paso County's annual workplace giving campaign, which kicks off on (CAMPAIGN START DATE). I'm pleased to share (CAMPAIGN AMBASSADOR NAME) will lead our efforts this year. As (HE/SHE) begins to share information about the campaign, I encourage you to take note of upcoming presentations, fundraisers, and other events so our workplace can come together to support our United Way.

When you give to United Way, you are helping support a strong network of more than 50 community programs from local organizations providing hope for children and families in El Paso. Through (WORKPLACE)'s fundraising campaign, we are a part of ensuring children and youth are ready for school success, residents are leading healthy lives, adults and families are financially secure and independent, and vulnerable individuals are able to meet their basic needs.

As the start of our campaign nears, I invite you to participate and support this important work. Giving is easy through payroll deduction and Fair Share Giving, which is 1% of your annual salary or 1 hour's pay per month.

Every dollar makes a difference and while one can count the value of a dollar, we can't count the measure of real help and real hope for people made possible by your priceless generosity. I ask that you join me in supporting our team effort and continue (WORKPLACE)'s tradition of making El Paso a better home for everyone.

Sincerely,  
(SENIOR LEADERSHIP/CEO NAME)