**CEO Announcement of Campaign Coordinator:**

Investing in our community is important to (COMPANY NAME) and right now we can demonstrate our support by participating in the United Way of West Florida’s annual workplace campaign.

I am pleased to announce that (EMPLOYEE CAMPAIGN COORDINATOR) has agreed to lead and coordinate our campaign this year. I know they will appreciate your support to make this our most successful campaign yet.

We are on a mission to build a stronger community — a community where all children have the opportunity to learn and thrive, where families are financially secure and where people can live their lives to the fullest because they have the good health to do so — today and for generations to come.

With you by our side, we know we can make this vision a reality. We invite you to join us in this life-changing work. Please support United Way’s campaign to the fullest and join me in thanking (COORDINATOR NAME) for their commitment to LIVE UNITED.

**Announce Campaign – from CEO:**

Here at (COMPANY NAME)we know that a thriving community is one where people step up to help each other, especially when times are difficult. For almost 100 years, United Way of West Florida has been there for our community, including our co-workers, friends, and family members.

In today’s complex world, there’s no one way to tackle the challenges we face. Instead, it takes all of us working collectively, in different ways, to get the job done.

(COMPANY NAME)supports United Way of West Florida not only because it demonstrates our commitment to the community, but because it’s a smart investment. They deliver results through transformational investments, building capacity, and connecting people to resources.

We set a goal to raise ($ AMOUNT) and will be hosting several events over the next few weeks. During our campaign, you’ll hear more about how you improve lives when you give, advocate and volunteer with United Way. Giving a gift to United Way of West Florida is one of the easiest, most convenient ways to make a difference in thousands of lives.

The choice to participate is a personal one. If you choose to give, simply complete the pledge form or click the link and return it to (NAME/DEPARTMENT) by (DATE). I want to thank each one of you for considering a contribution.

**Announce Campaign – from Campaign Coordinator:**

How would you like to make a real impact in your community?

On (DATE), we will be kicking off (COMPANY NAME’s) United Way Campaign. By giving to United Way of West Florida, you can change the world, right here at home. Last year, our company raised (AMOUNT) to help numerous nonprofit programs address some of our community’s pressing problems. This year, we are going to follow that with even more success!

This is a great opportunity for you to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation.

**Announce Campaign Kickoff – from Campaign Coordinator:**

You are invited to a/the (EVENT NAME) as we kickoff (COMPANY NAME’s) United Way campaign.

 Date:

 Time:

 Location:

## Don’t miss this opportunity to learn how our contributions make it possible for United Way to help people in our own community. (NAME OF UNITED WAY STAFF/VOLUNTEER) will be joining us to explain how United Way of West Florida is focusing on the needs of our community and will share stories of how the money is being put to good.

## Through transformational investments, building capacity, and connecting people to resources, we are creating real and measurable changes in education, financial stability,y and health. Together, we change lives.

**Accept the Challenge: Company Match**

Because (COMPANY NAME) believes in investing in our community, we will match your United Way donations by contributing an additional (MATCH DETAILS). Join us and help make a difference in our community!

**Kick Off Event – CEO Invite**

Mark your calendars. (COMPANY NAME) United Way’s Campaign will kick off on (DATE). This year’s campaign will run from (DATE to DATE). Our Campaign Coordinator (NAME) has some fun and interesting activities planned for our participation and support.

(COMPANY) knows that a healthy community supports a healthy workforce. UWWF aligns the caring, compassionate power of this community to tackle some of our greatest challenges together. Because no single person or organization can do it alone.

It takes the whole community working together to bring about lasting change. By focusing on common goals that are the basic things we all need for a good life – we will create a better tomorrow for everyone.

United Way of West Florida has always played a unique role in connecting community resources to pressing community needs through direct programming, community engagement, and partnerships with local nonprofit agencies, companies, donors, volunteers, and numerous collaborations.  When we work together, we create a better life for all.

We all win when our children are successful in school and life. We all win when our families are financially stable. And we all win when adults are healthy and engaged. Come find out how your investments change lives. (COMPANY) is proud to support the United Way of West Florida. See you at the kickoff!