Subject Line:

**We’re Kicking Off Our United Way Campaign**

Friends,

I am excited to be the point person for our Rice County Area United Way campaign this year! Needs in our community are great but when you choose to give to our local United Way you know your dollars are staying here, impacting the greatest needs in our community.

Our campaign will be launching on: <<enter date>>

Rice County Area United Way partners are critical in helping 1 in 3 of our neighbors to get essential resources for Financial Stability, Health and Education. I am proud of what we have accomplished together over the years, and I and look forward to working with you in support of United Way and our community.

**Our goal**

To show our community commitment and leadership, we have set a goal of raising **$XXXX.** If we each give what we feel is doable – perhaps by giving a little from each paycheck, we can make this goal. But we need YOU to make it happen.

**Ways to donate**

You may give to the community fund for the greatest need, or designate the specific nonprofit you care about most. There are easy and affordable ways to give:

* easy payroll deductions,
* credit/debit, check/cash
* or even Venmo (@RCAUW).

You'll receive a brochure and a pledge form, or you can sign up securely and quickly online: **<<enter custom workplace portal link, and include custom QR code if using>>.**

**<<Insert any info about events, meetings, teaser about incentives, etc>>**

Thank you for your consideration and please let me know if you have any questions.

Sincerely,

[Name]

[Organization’s] United Way Employee Campaign Champion

Visit [www.ricecountyunitedway.org](http://www.ricecountyunitedway.org) or **United Way – Rice County** on Facebook or **Rice County United Way** on Instagram for information about our local United Way.