Subject Line:

**Your Leadership Wanted for United Way Annual Campaign**

Copy:

Dear (**Leader name**):

As the Coordinator for our annual United Way campaign, I am honored to be in a role that supports the mission of Rice County Area United Way and aligns with our values.

I would love for you to be an ambassador for our campaign. Some things that may be helpful to emphasize with your team:

1. Rice County Area United Way provides us a **personalized secure portal** to allow employees to participate easily online, in addition to the traditional paper forms attached to their brochure.
2. Let employees know about incentives for giving. This year they include:

**(insert incentives)**

1. **Our goal is full participation.** We know it can be challenging to give right now, but small gifts add up. Many people still have not recovered from the pandemic and are now faced with higher prices. Any help we can give our neighbors helps.
2. We can **give to the greatest need** by donating the community fund, or **YES, we can designate** gifts to specific nonprofits by simply writing them in the pledge form online or on paper.
3. The dates of the campaign are **(insert dates).** Please remind your employees to turn in their pledges as the deadline nears.

Our United Way appreciates all we do and are more than willing to work with us to address our organization’s and employees’ needs. I welcome your feedback and guidance and questions on the campaign.

Thank you for the opportunity to serve as our United Way coordinator this year. Together, we LIVE UNITED.

(**Campaign coordinator name**)