Campaign CEO Endorsement Memo

To: The Employees of [ORGANIZATION NAME]
From: [CEO NAME]
Re: 2020 United Way Campaign

Dear [EMPLOYEE NAME],

Much has changed over the past several months as we navigate our new normal during a global pandemic. What hasn’t changed is [ORGANIZATION NAME] core value to give back to our community. This is particularly true today. During these uncertain times, we continue to trust local organizations like United Way, who has responded to the increased community needs that arose during COVID-19 to ensure that our local community-based organizations are able to continue supporting the most vulnerable individuals and families in Saskatoon and area.

United Way brings to light the #UNIGNORABLE issues facing our community including mental health, poverty, unemployment, hunger, homelessness, and social isolation. United Way works to tackle these issues through acts of local love. By supporting United Way, we can change the lives of thousands of local families and individuals with complex needs.

We at [ORGANIZATION NAME] are very proud of our United Way partnership. Last year, we raised a total of [$2019 CAMPAIGN TOTAL]. This year, we know that our community needs us now more than ever. We hope to meet or exceed last year’s total.

To do this, we need your support. When you receive your United Way pledge form [OR IF USING UnitedWay@work or E-pledge “your donation link by e-mail”], please consider making a donation. If you have any questions, please speak to your Employee Campaign Chair.

To learn more about the critical work that United Way is doing in our community visit unitedwaysaskatoon.ca

Your support will help tackle #UNIGNORABLE issues, one act of local love at a time.

Stay safe and take care.

[CEO NAME]