Campaign Launch Message – Current/Target Leaders

To: The Employees of [ORGANIZATION NAME]  
From: [Employee Campaign Chair]  
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 our desire to help those in need.

With your help, local organizations like United Way can continue to respond to the increased community needs that arose during COVID-19, and will ensure that our local community-based organizations are able to continue supporting the most vulnerable individuals and families in Saskatoon and area.

Local issues like mental health, poverty, unemployment, hunger, homelessness, and social isolation are even more pressing because of COVID-19. United Way is working to make these issues #UNIGNORABLE. With your donation, you can help.

Last year, we raised a total of [2019 CAMPAIGN $ TOTAL] and we hope to meet or exceed that amount in 2020 by reaching our goal of [2020 $ GOAL].

When you give at the Leadership level of $1,200 or more, you make an even bigger impact on the lives of people throughout our community. Here are just a few examples of the impact a Leadership Gift will have right here in our community:

- $1,300 - supports a thriving social support group for LGBTQ2S+ older adults
- $1,500 - provides 300 bus cards for individuals to attend classes and work placements when transportation would normally be a barrier
- $2,000 - provides 1 year of supplies for 33 children to attend after-school programming
- $2,500 - provides 500 meals to individuals in need

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

Please join me by supporting United Way as a Leadership donor. Your support will help tackle #UNIGNORABLE issues, one act of local love at a time.

Stay safe and take care.

[EMPLOYEE (or LEADERSHIP) CAMPAIGN CHAIR]