Campaign Launch Message – With Leadership Ask

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]. This year, we know that our community needs us now more than ever. This year we hope to meet or exceed our goal of [2020 $ GOAL].

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.

United Way Leaders are donors who make a gift of $1,200 or more. Please consider a gift at this level; $1,200 can provide 45 children with a backpack full of school supplies for the school year.

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.

[EMPLOYEE CAMPAIGN CHAIR]