**Campaign Announcement**

*Send this a couple of weeks before your campaign starts to get everyone excited about what’s coming next.*

SUBJECT: United Way Campaign Starts [Date Here]

[If your team did a campaign photoshoot, include a photo]

Dear team members,

Mark your calendars! [Organization’s] United Way Giving Campaign begins [date].

If you’ve supported the campaign in the past, you know that it’s an easy way to give to our community.

If you’re new to the campaign, let me give you a quick snapshot of what it’s all about. United Way is a local nonprofit that’s working to connect and strengthen community resources to inspire change in the lives of all north Iowans. They make it easy to give back and support the causes you care about through donating, advocating and volunteering. One way to donate is through payroll deduction: you fill out a pledge form and your gift is automatically deducted from your paycheck and sent to help our community.

I’ll be emailing you soon about our campaign kick-off event and more information about United Way. In the meantime, you can learn more at unitedwaynci.org. And just let me know if you have any questions.

[Closing]

[Name]