**Kickoff Event Invitation**

To announce your big kickoff event and tell people why they should be there.

SUBJECT: [Date] is our Giving Campaign Kickoff!

Dear [employee name],

I invite you to join us for [an ice cream social, potluck lunch, etc.] on [date] in the [location] at [time]. Now we all love [ice cream, free food, etc]. As awesome as that is, there are even more great things that will be happening at the [ice cream social, potluck lunch, etc]. We’ll be talking about our United Way Giving Campaign. We’ll learn more about the needs in our community and how we can all work together to build a stronger community.

And, [brief description/teaser of fun activity taking place at kickoff].

Want to learn more about how you can help? Go to unitedwaynci.org and find out how you can make a difference.

[Closing]

[Name]