Dear {Employee Name},

Please mark {Date} on your calendar as the kick-off for {Company's} annual United Way fundraising effort. During the next few weeks, you will hear a great deal about United Way of York County, SC.

United Way of York County is committed to helping 3,000 York County families become financially stable by 2030. Your support is not just helping one person at a time; it is changing systems to help all of us. United Way of York County believes financial stability is vital not only for a family to succeed but for our community to rise.

I challenge you to join United Way in their cause.

At {Company Name}, we've earned a reputation for caring about the community where we live and work. Every year, we get the chance to demonstrate that community spirit and leadership by taking part in the United Way campaign. Your generous investment in our community through United Way puts you in good company.

{key employee’s name} is our United Way ambassador and will be in touch throughout the campaign. Join me in supporting this year's effort by investing as generously as you are able. Please be sure to fill out a paper pledge form or [an online pledge form.](https://www.unitedwayofyc.org/pledge/)

Because of you, our communities will be stronger for generations to follow.

Thank you,

{CEO Name}