Email #1: Campaign Kicks Off Soon  
**Synopsis:** Generate excitement about the upcoming campaign by letting employees know it’s launching soon. Give your co-workers a preview of how the campaign will be a little different this year, and build excitement around new, virtual ways to participate.    
**Recommended send time:** Two weeks before your company’s United Way campaign start date. 

**From: [company’s ECC]**  
**To: [company name]** all employees  
**Subject:** We Are Stronger United

Dear [First Name],

We are excited to announce that we will soon be kicking off our United Way of Martin County campaign.

Every dollar we raise and every hour spent volunteering will work toward improving education, increasing financial stability, and building a vibrant and healthy community for each of our neighbors.

We know that this year looks different for all of us, and so your gift may not look like last year’s. Rest assured that every gift matters. United Way’s power is that each contribution is amplified by the generosity of your colleagues and neighbors to build a brighter future for all.

We’ll be kicking off our United Way campaign on **[date, time]** with our virtual kickoff, **[name/link to virtual event**]. Register for **[event name]** by **[date]** to reserve your spot! **[details about event].**

Soon, you’ll receive the official campaign kickoff email that will link you to an easy and secure way to make your pledge to United Way. In the meantime, we invite you to learn more about [United Way’s impact](https://www.unitedwaymartin.org) in our community.

As United Way of Martin County enters its 50th year of caring for our community and the people in it, there’s no better time than right now to contribute and make a difference. Our community is counting on your support, we simply can’t do it without you.

Sincerely,

[Name]