**Email #3: Campaign Kickoff and Event Announcement**

**Synopsis:** Announce the start of your campaign, share your company’s fundraising goal, and ask your employees to show their support.

**Recommended send time:** Start of your campaign

**From: [company’s ECC]**

**To: [company name]** employees

**Subject:** One, two, three … kick off! Join us, [employee first name]

Dear [First Name],

Today kicks off this year’s United Way of Martin County campaign to help local people live their best possible lives. Your gift will support United Way’s work to change lives in our community—creating a stronger Martin County for all.

This year, we hope to have our most significant impact yet, and our goal is [insert $ campaign goal]. Your contribution to United Way allows local people to receive job training, senior care, financial literacy, early childhood education, and much more.

As we kick off our 2021 campaign, United Way of Martin County is celebrating 50 years of caring for our community and the people in it. Please consider adding $50 or more to last year's contribution or give $50 or more as a first-time gift in honor of this milestone.

Help your community and make a gift to United Way of Martin County, today! Make sure to register for [event name], our virtual kickoff event, by [date]!

Whether you can give $5 or $500, our community is counting on our support.

Together we can rise to any challenge. Give today [link to site] because we are Stronger United.

Sincerely,

[Name]