**Kickoff Email from ECC**

Dear Team **[or customize for each individual],**

I am so excited to be leading this year’s Capital Area United Way campaign! We will be **(date).**

We had a great campaign last year and raised **$ (last year’s results).** This year, I think we can do even better — but not without your help.

I hope you will join me in giving this year. Our community thrives when children succeed in school, when families are financially stable, and when people live healthy lives. Our investment in United Way makes allof this possible.

It takes a community to make a difference and we need you to be a part of it.

Don’t forget: We will be hosting a **(campaign kickoff/special event/UW speaker)** on **(date/time).** I hope you will be there.

Sincerely,

**NAME**

ECC