**Campaign Kickoff Email to Employees**

Example Subject Lines:

Join us to be United for Impact

Be a force for Impact – Enroll in Workplace Giving

Workplace giving campaign launch

Dear [company] employees,

Through our 2025 workplace giving campaign in partnership with Tygart Valley United Way, [company] employees are helping to create a community where every child, family and individual is healthy, has a safe place to live, and has every opportunity to succeed in school, in work, and in life.

Tygart Valley United Way ensures the right partners and supports are brought together at the right time and in a collaborative way to create a more equitable and thriving community for us all. Their work changes lives, communities, and hearts for good—and you can be confident that your donation will make a meaningful difference where needed most in the community.

Our workplace giving campaign begins [XXXX Date] and ends on [XXXX Date] with some fun events planned along the way. {Optional sentence if your company matches gifts} And during our campaign, [Company Name] will make your dollars go further by matching your generous gift!

To give you an idea of the power of your donation, just $2 per pay period helps local food banks provide 260 meals to families experiencing hunger. A gift of $20 per pay period ensures a student and their family who are experiencing food insecurity have ready-to-eat Pantry Pack meals for an entire year. That means students and individuals can spend less time worrying about where their next meal will come from, dedicating more time and energy to their education, and expanding economic opportunities.

From payroll contribution to volunteering, you can change lives and create a Tygart Valley region we can all be proud of.

For more information about how you can get involved, contact [name and email of your internal contact].

Thank you for considering a gift to support our campaign and the place we call home.

Best,

[Name]