**Email from CEO/Leadership Before Starting a Campaign**

Example Subject Lines:

Coming soon: workplace giving with Tygart Valley United Way Announcing our partnership with Tygart Valley United Way  
Workplace giving is around the corner!

Dear [company] employees,

As we enter the fall season, we are excited to share that we are [continuing our partnership/partnering] with Tygart Valley United Way ([**tvunitedway.org**)](http://www.vsuw.org/).

For over 87 years, Tygart Valley United Way has brought leaders and experts from companies, nonprofits, and public entities together across the Tygart Valley to support our communities’ greatest challenges.

Through Tygart Valley United Way, you can easily enroll in our employee workplace charitable giving program. This is an opportunity for you to pledge financial support in a way that is most meaningful to you by convenient payroll deduction, check, or credit card.

Whether it’s helping students stay in school, housing those experiencing homelessness, feeding those facing food insecurity, or providing resources to those seeking better job opportunities, you can select how’d you’d like to personally make an impact.

With the support of loyal donors and volunteers like you, we are United for Impact! Every dollar you donate and every hour you volunteer benefits our friends, families, and neighbors right here at home.

To find out how to get started, visit [link]. If you’d like more information, you can contact [name and email of your internal contact]. And be on the lookout for campaign details soon.

Let’s be United for Impact, together!

Best,

[Name]