**EMAIL NAME:** Campaign Kickoff (from CEO)

**AUDIENCE:** All staff

**TIMING:** Campaign launch day

**SUBJECT LINE:** 2021 United Way Campaign Kick-Off

**BODY COPY:**

Today, I am pleased to kick off [COMPANY NAME]’s 2021-22 campaign to support [United Way of Greater Richmond & Petersburg](http://www.yourunitedway.org).

Many residents of Greater Richmond and Petersburg struggle due to a lack of education or needed job skills, financial emergencies or the inability to access quality health care. These needs have become even more significant over the past year as our community weathered the COVID-19 pandemic. The problems we face are very real, but so are the solutions. **That’s where we come in. That’s why I’m proud to partner with United Way.**

United Way of Greater Richmond & Petersburg understands the evolving needs of communities in our region and helps to provide opportunities to create clear paths to success for everyone. They do this by mobilizing the entire community -- individuals, nonprofits, schools, government agencies and businesses alike -- to collectively tackle our region's toughest challenges.

United Way’s [*Steps to Success*](https://www.yourunitedway.org/what-we-do/steps-to-success/) strategic framework zeroes in on key milestones that demand our attention and support. They understand the interconnectedness of the challenges facing our region and are uniquely qualified to address them. I hope you will join me in supporting [COMPANY NAME]’s campaign this year.

Last year, more than [XXX] employees gave [$$$]. I am confident we can meet or exceed those numbers in 2021.

Here’s how you can help:

* Contact [ECM NAME] to learn about your donation options.
* Volunteer with your colleagues at [EVENT INFO].
* [ADD INFO AS NEEDED]

Thank you for supporting our campaign and working with United Way to make this a better, stronger region for us all!

[CEO NAME]