

## Sample CEO Email to Staff

Email Subject: (Insert Company Name) United Way of the Ozarks Campaign

Dear Team:

I am writing to encourage you to support the 2022-2023 United Way campaign. The United Way of the Ozarks has been meeting the needs of individuals and families in our community for over 90 years. To better serve the community, they are focusing on two areas that will make a real impact on our communities' greatest needs; Creating Pathways out of Poverty and Championing Children.

The United Way of the Ozarks partners with businesses like ours to fund programs that bring change to our community. Consider them your community investment experts as they try to move the needle on transitioning people towards self-sufficiency, meeting the needs of those in crisis, and bringing innovation to the non-profit community. Your gift goes a long way in supporting this work; through the efforts of many, they can meet the needs of the community and build a brighter future for generations to come.

I encourage you to donate to the United Way of the Ozarks by making a meaningful one-time contribution through payroll deduction or a one-time gift. Our organization endorses their work, and we believe it to be a worthwhile investment. Thank you.

Thank you,

CEO Signature