

Campaign Launch Email: CEO Email to Organization

From: [CEO of Organization] [[email](#)]

Subject Line: We're giving back to our community in 2018

Pre-header: [[Organization name](#)] and United Way of Greater Los Angeles are working together to empower everyone in Los Angeles County

Dear [[Organization](#)] Team,

We are proud to announce that we are launching this year's workplace giving campaign to support United Way of Greater Los Angeles.

United Way has been serving our community since 1922 with the mission to end poverty and homelessness in Los Angeles County. No other organization brings together as many people with as many resources and expertise to support our community. Since 2016, United Way of Greater Los Angeles has transformed the lives of over 90,000 individuals and families and generated over a billion dollars towards policy change.

Over the next several months, we will be offering opportunities for you to donate, volunteer and learn more about how you can participate in United Way's efforts to tackle poverty throughout L.A. County. Our contributions will provide housing for individuals and families, prepare students for college completion and career success, and help families to stabilize their incomes.

[[Name of Workplace Ambassador\(s\)](#)], our Ambassador[s] for this giving campaign, will be providing you with the information you need to get involved. You can reach out to [[him/her/them](#)] at [[email](#)] with any questions you may have.

Together with United Way, let's change L.A. County for good.

Sincerely,

[[Name and Signature](#)]

[**ORGANIZATION FOOTER**]

[**UWGLA FOOTER**]



United we can change Los Angeles County for good.

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