To: All Staff

Subject: Want to do some good? Support our giving campaign!

This is the time of year when we all come together to make a difference. Though this year has been very different for most of us, our community still needs our support and unity. And we do just that with United Way of King County and its programs to ensure that people have homes, students graduate and families are financially stable. Those are all goals I can get behind.

Our United Way campaign will take place [DATES]. Stay tuned for more information about all of our campaign activities.

But first, take a look at United Way’s work on some big local issues:

* [Homelessness Point in Time Count, 2020 Version: More of the Same. We Need Change](https://www.uwkc.org/fighting-homelessness-news/point-in-time-count-2020-version-more-of-the-same-we-need-change/)
* [Community College Students Struggle With Basic Needs During Pandemic](https://www.uwkc.org/helping-students-graduate-news/community-college-students-struggle-with-basic-needs-during-pandemic/)
* [Centering Racial Equity in COVID-19 Responses: Strengthening the Collective Power of Those Most Impacted](https://www.uwkc.org/racial-equity-news/centering-racial-equity-in-covid-19-responses-strengthening-the-collective-power-of-those-most-impacted/)
* [Addressing Food Insecurity in King County During the Pandemic](https://www.uwkc.org/breaking-the-cycle-of-poverty-news/addressing-food-insecurity-in-king-county-during-the-pandemic/)

Please feel free to contact me if you have any questions or want to get more involved with the campaign. We all do great work here—so let’s make great work happen all around our community too.

Sincerely,

[NAME]

 #UWKC

Dear staff,

There’s something about the power of people coming together for a cause. We’ve seen it a lot this year. Unity can do a huge amount of good, especially for people in need and for people whose voices aren’t being heard.

Our community—where we live, work and play—does have people who are struggling, be it financially, with homelessness or with hunger. And this year, a pandemic and tensions around racial justice have added themselves to the mix. That’s why our workplace campaign is so important.

Let’s come together to make sure these goals happen:

**More people have homes**. Your support of United Way will provide rental assistance and legal help to those on the edge of homelessness—so they can avoid eviction—as well as connections to job training and employment for those struggling with no home and no income.

**Students are graduating**. Education is a gateway out of poverty, but odds are often stacked against low-income students and students of color from the start. United Way is working to break down these barriers in order to give young people in the Seattle area a fighting chance.

**Families are on their way to financial stability**. With a gift to United Way of King County, you join the “we” who stand up for people struggling against poverty before or because of the pandemic. Together, we can help families keep more of their money as they struggle to build financial stability.

Charitable giving is a personal decision, and everyone’s interest area and comfort level are different. The key is that we can all play a role in building a stronger community. Every dollar you give can—and will—make a difference.

Let’s do that together during this campaign time. Thank you for giving what you can to help people in need right here in our community.

Sincerely,

[CEO/Senior manager signature]