

## **Campaign Email #2- CEO Endorsement Letter**

**Send time:** Day after campaign invitation email, FORWARD original campaign invitation

**Sender:** CEO

**Subject:** Fwd: [ORIGINAL SUBJECT LINE]

Hi there,

I wanted to make sure all employees saw this note from [EMPLOYEE CAMPAIGN MANAGER NAME] announcing the launch of our giving campaign [or unique WORKPLACE GIVING CAMPAIGN NAME].

United Way of Southern Nevada's critical work in our community is directly impacting our future workforce by providing access to a quality education, good jobs, and community support as the foundation for lifelong success. I believe it closely aligns with the values of all of us here at [COMPANY NAME]. I invite you to find out more about their work and how you can be a part of the impact.

I'm immensely proud of this group of people for supporting such a great cause, and I'm excited to see what we accomplish together. I believe that all kids, families, and individuals deserve a chance to reach their fullest potential, and I know you do too.

Thanks so much for being part of this — read on for more details from [EMPLOYEE CAMPAIGN MANAGER NAME].