

[Saved As: United Way Considerations – Email To Company Leadership]

Subject Line:

For Your Consideration – United Way Annual Campaign Options

Copy:

Dear [CEO NAME | COMPANY Leadership Team | HR Director | Etc.]:

As the Coordinator for our annual United Way campaign, I am honored to be in a role that supports the mission of UWLES and aligns with our company's values. I am proud of what our organization has contributed and accomplished together in our history of giving, whether that's time and talent or dollars. Our local United Way helps 1 in 3 of OUR neighbors through their partners and direct service programs. Celebrating 80 years of local impact thanks to YOU, United Way of the Lower Eastern Shore is committed to everyone in our community reaching their fullest potential and ensuring every neighbor thrives.

There are several options our local United Way offers to help us continue to engage in workplace campaign:

1. UWLES provides us a personalized secure portal to allow employees to participate easily online, in addition to the traditional paper forms. We will have a unique URL and QR code.
2. We can run a hybrid campaign based on our company's safety protocols and/or current operating procedures with remote personnel. If in-person presentations are not feasible or permitted, we can do virtual presentations as part of existing staff or department meetings. The UWLES team is available to join an online meeting or can provide a pre-recorded message to share.
3. We could run our campaign longer than the normal timeframe to allow time for everyone to engage and participate.
4. We can do internal FUNdraising events such as raffles, games or dress down days, and get our team involved in creative ways. UWLES can help us with additional online giving options for our fundraisers.

United Way of the Lower Eastern Shore appreciates all we do and are more than willing to work with us to address our organization's and employees' needs. I welcome your feedback and guidance as we plan our strategy for this year's campaign. On behalf of the entire board and staff at UWLES, thank you for your leadership and guidance in our workplace campaign.

Thank you for the opportunity to serve as our United Way coordinator this year. United Way Begins with YOU!

Sincerely,

