



CAMPAIGN KICKOFF

Subject: Join Us in Building a Thriving Community

Hi Team,

Today, we are kicking off our annual workplace giving campaign in partnership with United Way of Southwest Minnesota!

When we **Give Where You Live**, every donation stays right here in our local community—funding emergency student support, early childhood literacy programs like the Imagination Library, and vital local family resources.

How you can make an impact this year:

- **[Insert instructions on how to donate]:** Whether you choose to make a one-time donation or give \$2–\$3 per paycheck, every dollar makes a meaningful difference to someone in our communities.
- **See Your Impact:** Check out the [Give Where You Live Campaign One-Sheet](#) to see how your gift directly supports neighbors, schools, and local programs across Southwest Minnesota.

Our workplace goal this year is [Goal, e.g., 100% participation / \$X total]. To help us reach our goal, we have some fun activities planned:

1. [insert activity, date and incentive, if applicable]
2. [insert activity, date and incentive, if applicable]
3. [insert activity, date and incentive, if applicable]

Thank you for your generosity and for making our local community a stronger place for everyone!

Best regards,

[Ambassador Name]

Workplace Campaign Ambassador