[Message to Department Managers]

Subject Line: Your Department is Crucial to the Success of our United Way Campaign!

As our workplace campaign leader, I am excited to support this year’s United Way annual campaign. The current health crisis shows us just how important it is to continue our support for the annual campaign, which sets the foundation for the United Way’s ability to help our community.

Because of COVID-19, this year’s campaign will be a virtual one—so we need you now more than ever.

There are several ways you can help:
- Add a United Way Campaign reminder to your standing departmental meeting agendas;
- Share a story about why United Way is important to you and why you are giving to the campaign this year, especially given the struggles our community is facing;
- Explain the benefits of the rollover campaign;
- Encourage team members who wish to make changes to their donation or have questions about the campaign to reach out to me;
- Handout United Way flyers, talking points, or a list of frequently asked questions;
- Show one of the 2020 United Way campaign videos during a department meeting, or share a link in a departmental email or text notification;
- Host a presentation (by GoToWebinar or Zoom) with one of our United Way representatives; or
- Set a departmental participation goal and offer an incentive for the team to reach it (e.g., a pizza party once we’re back from quarantine; a drawing for gift cards or other prizes; etc.).

I hope you will help support this year’s unique and virtual United Way campaign. I am excited to support your efforts, and am happy to answer any questions you may have.

Thank you for your consideration!

Sincerely,