



# LIVE UNITED

GIVE. ADVOCATE.  
VOLUNTEER.

## Campaign Kick-off Message - CEO to Employees

Dear **EMPLOYEE NAME**,

At **COMPANY NAME**, we have earned a reputation for investing in the community in which we work, live, and raise our families. That's why we support the mission of United Way Capital Area: To address critical social issues by bringing together people and resources to create opportunities for everyone to prosper.

We'd like to give you the opportunity to learn about our local United Way and the exciting work they're doing to make Central Texas better. You'll soon receive an invitation to a United Way information meeting, and we hope you'll take a few moments out of your day to join us. You'll learn how United Way is creating opportunities for everyone to succeed—and how you can, too.

Remember, investing in United Way Capital Area is an investment in the future of our community. Your contribution will make an immediate and lasting impact in the lives of those without the same opportunities you and I are fortunate enough to enjoy.

United Way Capital Area is likely focused on some of the same issues you care about:

- Helping children and youth achieve their potential through education
- Helping people move toward financial independence
- Improving people's health

I'm asking you to join me in making an investment in our community by contributing to United Way Capital Area. Your contribution today will be paying off dividends for many years to come. Together, united, we can do anything.

Thank you,

*CEO NAME*  
*COMPANY NAME*