**Sample CEO Letter**

[Company Letterhead]

[Date]

Dear [Company Name] Team,

Together, we have built a strong community within [Company Name], one that thrives on compassion, teamwork, and the desire to make a positive impact. Today, I am excited to share that we have launched our annual workplace campaign in support of the United Way of Greater Knoxville, and I am writing to invite each and every one of you to join.

As we strive to make a difference in the lives of those around us, the United Way of Greater Knoxville stands as a leader in our community, tirelessly working to uplift and transform the lives of individuals and families in need. Their commitment to driving lasting change aligns with the values we hold at [Company Name].

This campaign presents an opportunity for us to unite as a team, demonstrating the power of compassion and generosity. Whether through a one-time contribution or a recurring donation, every single contribution counts and makes a significant impact. No matter the amount, your participation helps us build a brighter future for those who need it most.

What sets this workplace campaign apart is not just the incredible work United Way does, but the sense of fulfillment and pride that comes from knowing we are part of something greater than ourselves. As we give back to our community, we build stronger bonds within our own workplace and foster a sense of purpose that extends far beyond the confines of these office walls.

The process is simple, and you can participate in whichever way suits you best. You may choose to donate a portion of your paycheck, make a one-time donation, or set up recurring monthly gifts. The impact of your kindness will ripple through the lives of countless individuals, inspiring hope and positive change in our Knoxville community.

I am thrilled to announce that this year, we have set a bold target for our workplace campaign, and I am confident that, together, we can not only meet but exceed it. I encourage you to join us at our Campaign Kickoff on [Date] at [Time]. Let us stand united, showing our community what [Company Name] can achieve when we join forces for a common cause.

Please take a moment to review the campaign materials and visit the United Way website at uwgk.org for more information on their impactful programs and initiatives. Let us all come together and make a meaningful difference in the lives of our Knoxville neighbors.

Thank you in advance for your unwavering support, and I cannot wait to witness the immense impact we will create together.

With Gratitude,

[CEO Name]

CEO, [Company Name]

**Sample Staff Letter #1**

Dear Team,

Exciting news! Our company's annual Workplace Campaign for United Way of Greater Knoxville is here, and I can't wait to see the incredible impact we'll create together!

United Way is a powerhouse of positive change, supporting families, children and individuals in need. With just a small contribution from each of us, we can make a big difference in our community.

Let's make this campaign the most successful one yet! Attend the kickoff event (details coming soon) to learn more about how we can help. Every act of generosity matters, and together, we'll leave a legacy of kindness.

Join me in this thrilling journey of compassion!

Thank you,

[Your Name]

**Sample Staff Letter #2**

Dear Team,

Are you ready for some excitement and positive change? I certainly am, and I want you to be a part of it too!

I'm thrilled to invite each one of you to join me at the United Way of Greater Knoxville Campaign Kickoff Event. It's going to be a fantastic gathering filled with fun, food, excitement and, most importantly, a chance to make a real difference in our community.

When: [Date and Time of the Kickoff Event]

Where: [Location/Venue]

This event promises to be both enjoyable and fulfilling. We'll get to learn more about United Way's initiatives and how our contributions can bring about meaningful change. There will be inspiring stories, interactive activities, and a chance to connect with fellow colleagues who share the same passion for making a positive impact.

Let's come together as a united team, showing our collective support for a good cause. Whether you can contribute a little or a lot, every effort matters and adds up to create a significant impact.

Mark your calendars, rally your enthusiasm, and let's make this campaign kickoff event one to remember! Together, we can create a brighter future for our community.

Looking forward to seeing each one of you there!

Best regards,

[Your Name]