

THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



2020 Campaign Announcement

Dear *[insert employee name]*,

Let's Unite to help families pave a path to a brighter future.

The need in our city has always been there: Families are hungry. Individuals are struggling. So many more in our community are financially impacted due to reduced work hours and wages, layoffs and furloughs. They just need support to get through this new crisis—and we can make a difference. We are a fighting city. And we will get through this—together.

Last year at *(insert company name)*, we raised *(\$ amount)* for our annual United Way of Miami-Dade campaign and your donations helped give children, at-risk youth, struggling families, veterans and so many others a fighting chance. Once again I'm calling on all of you to join me in strengthening Miami-Dade by making a donation so that together we can continue tackling the difficult issues in our community.

Before this latest challenge was even a reality to our community, more than 475,000 households, including more than 240,000 families with children, were *already* living in, or on the edge, of poverty. And of these households, 40% are hardworking families struggling to make ends meet, living paycheck to paycheck.

Today they are challenged like never before. Our new normal means a greater need for financial assistance, food and basic necessities. But together, we can help our community's most vulnerable residents. Please join me in supporting United Way.

Be a champion for change.

United Way doubles the impact of your giving in the areas of education, financial stability and health. That means your contribution goes further to impact local causes that make a difference in our community.

Our United Way campaign kicks off *(insert date)*. By reaching out a caring hand, you're supporting over one-hundred innovative local programs and initiatives that help bring lasting change to our neighbors in need.

If you have any questions about our campaign, please contact *(insert employee campaign manager)*. With your help, together we can fight for a stronger Miami.

Sincerely,

(insert company CEO name)