**CEO Launch**

**Send time: Day after campaign coordinator thank you email**

**Sender: CEO**

**Subject: Fwd: [ORIGINAL SUBJECT LINE]**

Hey there,

I wanted to make sure you saw this note from [CAMPAIGN COORDINATOR NAME] announcing the launch of our 2016 [WORKPLACE GIVING CAMPAIGN NAME].

The critical work of [LUW] to [WORKPLACE CAMPAIGN GOAL/TOPIC] is near and dear to my heart, and I believe it closely aligns with the values of all of us here at [COMPANY NAME].

I’m immensely proud of this group of people for supporting such a great cause, and I’m excited to see what we accomplish together.

[INSERT ASK HERE]

Thanks so much for being part of this -- read on for more details!

[SIGNATURE]