**CEO Thank You**

**Send time: Day after campaign launch**

**Sender: CEO**

**Subject: I am so proud**

NAME (Hi again),

I just wanted to drop a line to say -- THANK YOU!!

The numbers for this year’s [LUW WORKPLACE CAMPAIGN NAME] are absolutely incredible. I’m so proud of all of you here at [COMPANY] who stepped up to help make our community a better place.

You all inspire me so much every day. Thank you again for being such compassionate, caring people-- and for all your hard work.

In case you missed the full breakdown of results, check out [CAMPAIGN COORDINATOR NAME]’s email below for an extra dose of inspiration.

Thanks again,

[SIGNATURE]