**Campaign Kickoff Email**

**Send time: Campaign launch day**

**Sender: Workplace campaign coordinator**

**Subject: What would [COMMUNITY] look like if everyone pitched in?**

NAME/Friend,

Today’s the day! We’re launching the 2016 [LUW WORKPLACE GIVING CAMPAIGN NAME] -- and with your support, all of us here at [COMPANY NAME] can create lasting change for our community.

Together, we can tackle some of the biggest problems [REGION] is facing. [DESCRIBE IMPACT OF CAMPAIGN/HOW THEIR GIFT WILL HELP THE COMMUNITY].

Let's embrace these moments of opportunity and make our community as strong as it can be.

[INSERT ASK + GOAL DESCRIPTION + LINK IF APPLICABLE]

Join your co-workers in participating in this year’s campaign to help us hit our goal -- and show the world what we’re all about here at [COMPANY NAME].

Thanks for your commitment to making this community a better place to live for everyone!

[SIGNATURE]