To: All Staff  
Re: Our United Way Campaign

Please join your co-workers, friends, managers and me in giving to our annual Granite United Way campaign. As a partner with United Way, <company name> can help to advance the common good by mobilizing our resources to make a measurable difference. We are working to create solutions that will produce long-term results. Together, we can make our community healthier and stronger.

Last year, our organization raised <insert amount> to help create opportunities for a better life for all. This year's campaign begins on <insert date> and our goal is to raise even more money for the community. I know we can do it!

I will send you a follow up e-mail soon to tell you about the fun and interesting events we are planning.

Thanks,

<CEO/Top Executive Name>

NOTE: BEST PRACTICE  
Keep it short and sweet. A campaign that lasts for one to two weeks is usually more successful than one that is longer.