



The Campaign - Letter Template: “Welcome/Campaign Launch”

Welcome/Campaign Launch Letter – Template #1

Giving Makes a World of Difference!

This year, like every other year since [Enter Year], we are excited to open enrollment for our annual workplace giving campaign. The Campaign was founded on the principles of helping local communities. A workplace giving campaign is the best way for us to continue in our tradition of caring and sharing! We encourage and support community programs and activities by our employees.

For those that participate in The Campaign, we have some opportunities for you to give back. Our hard-working committee has put together a great campaign this year.

Thanks to you and all State of Georgia employees for all their hard work and dedication to this program.

Let’s make this campaign the best in [Organization Name] Company’s history.

[Coordinator name]

Welcome/Campaign Launch Letter – Template #2

Welcome to Our Giving Site!

We know that [Organization Name] employees are some of the most caring and generous people around - and now we have great News! Supporting your community and the causes you care about is easier than ever through our new employee-giving site.

Take a look at some of the ways you can get involved and help us celebrate our Culture of Giving:

- Donate - to any other 501(c)(3) non-profit organization
- Volunteer - find a volunteer opportunity near you
- Support upcoming events through campaigns on this site

Through our online giving platform, it is easy to make a one-time donation, or sign up to make a recurring gift through payroll deduction. It is also easy and fun to keep track of the impact you and your colleagues have made, and encourage others to join in.

Take a look around at <https://gascpp.causecast.com/login>. If you have questions about using the site or need some assistance, use the FAQ or the Chat features on the site.



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[Coordinator name]

Welcome/Campaign Launch Letter – Template #3

Commitment to Community

The [Organization Name]’s charitable giving campaign is just one of the many ways to show commitment to the community. Charitable contributions help address some of the most critical issues facing our society today. Whether it’s advocating for human rights, creating educational opportunities, or supporting any cause you care about, together we are making a difference. I am proud of [Enter name of company] team and our continued generosity.

[Organization Name] is excited to open enrollment in our employee workplace charitable giving program to employees! Our workplace giving campaign will run from [enter dates of campaign]. It’s an opportunity for you to pledge financial support to the charity or charities of your choice by convenient payroll deduction, credit card or PayPal.

If you have any questions about The Campaign, please contact [enter name of campaign coordinator and contact info].

Be sure to visit <https://gascpp.causecast.com/login> for updates on our agency initiatives, volunteer opportunities and, of course, your printable tax receipt!

Thank you for all you do!

[Coordinator name]

Welcome/Campaign Launch Letter – Template #4

Leaves are falling from trees and the sweaters are out so it must be the fall season, right? No, here at [Organization Name] we are in the Charitable Giving Campaign season. Every day, you demonstrate your commitment to this community in the work you do for citizens.

During The Campaign, you demonstrate that commitment again by caring for those in our community who are less fortunate. This year, our charitable campaign will run [Enter Campaign Dates].

I recognize that many of you already give to charities here in the community and elsewhere. I thank you for your giving! But consider giving to your charities through The Campaign. You can also spread out that donation to a charity through the payroll deduction, allowing you to give over time vs. a single payment. And since we are all so busy, once you designate a charity through payroll deduction, you don’t have to do anything else.

Last year, our goal was [Enter a previous \$ goal], and I was overwhelmed with your response when we raised [Enter the actual amount raised]! Our goal this year is [Enter a \$ goal].

As always, it is an ambitious goal, but one I know we can achieve together. Keep watching our



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communications for announcements throughout The Campaign; and thank you in advance for all that you do for our community in so many ways!

I am proud to work with each of you whether you decide to participate or not in this program.

You continually show that you truly care about your community.

Thanks for all you do,

[Coordinator name]