**United Way of Frederick County**

**Employee Giving Campaign**

**Sample Committee Recruitment Letter**

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Dear [Name],

We need your help in the upcoming campaign for United Way of Frederick County. We need devoted, passionate people like you to represent the different areas of our company and help us run an effective and successful campaign.

As a campaign committee member, you will play a key role in educating, energizing and inspiring action among our employees by planning and implementing a campaign strategy that is tailored to our company’s culture. You will be bringing the impact of United Way to life in the workplace, sharpening your leadership skills and knowing that you’re making a difference in the community.

I am counting on you to help our employees understand how important their participation is to our campaign and, most of all, to our community.

Watch for an invitation to attend an informative training session where you will receive campaign materials and tools. You will also have the opportunity to connect with a United Way representative who will answer questions and be a great resource throughout the campaign.

I am counting on you to help make this year’s campaign a big success. Thank you!

Sincerely,

[CEO, Campaign Chair or Coordinator]