**Campaign Kickoff**

**CEO Endorsement Letter**

SENDER: CEO or Leadership Giving Chair

SUBJECT: Get Ready for Our Workplace Campaign!

Dear **[Name]**,

Exciting news! Our annual employee giving campaign is gearing up for launch this **[campaign month].**

At **[Company Name]**, we believe that change isn't a solo act – it's a collective effort where **Change doesn't just happen, We create it together!** With your invaluable support, we can tackle some of the most pressing challenges along the Wasatch Front, ensuring that everyone has the opportunity to recover from a crisis.

Beginning the week of **[campaign start date]**, we’ll have an action-packed week planned for you, filled with engaging activities.

* **Activity 1 (ex. Raffle, giveaway, auction, lunch party, etc.)**
* **Activity 2**
* **Activity 3**

**[Add any additional details you need to request from your departments to make this campaign a success].**

This campaign promises to be a blast, and we can't wait to see the incredible impact we'll make together.

Thank you for being a crucial part of our **[Company Name]** family!

Sincerely,

**[SIGNATURE]**