To all employees of [COMPANY NAME] ,

Usually around this time of year, we start planning for our annual United Way of

Central Minnesota campaign, and talk about ways we can all support those in our

community who truly need our help.

This has been no ordinary year, and our friends at United Way of Central Minnesota have continued to provide funding for food, emergency assistance, mental health support, and everything in between. Their work has never stopped, and they need our assistance more than ever. During the Covid-19 pandemic, United Way of Central Minnesota has led our area in providing emergency funding, organizing volunteers, and supporting our community through their Relief Fund.

Our annual United Way campaign will look a little different this year, as we must continue to be diligent about the health and safety of us all. In discussing with our local United Way representatives, it has been suggested we do a “rollover” campaign.

If you are currently contributing to United Way through payroll deduction (THANK YOU!), your contribution will “rollover” into 2021 at the same amount currently being paid. If you wish to change your contribution (increase, decrease, or cancel), please let [Workplace Champion or HR Manager’s Name] know your wishes in writing and we will make the appropriate adjustments. If no response is received, your pledge will automatically continue.

If you have not yet had the opportunity to support our local United Way, please contact

[Workplace Champion] and a pledge form will be sent to you electronically. Please have all forms and responses submitted by [Date].

By supporting United Way of Central Minnesota, your contributions will continue to

provide funding for Basic Needs, Health, Education, and Financial Stability programs

in our community. You can feel good knowing that the funds raised here, stay here,

helping our friends, families, and neighbors.

Our company will continue to support United Way of Central Minnesota, and we hope

you will as well. We are fortunate to have them in our corner of this great state.

Thank you all for LIVING UNITED.

[CEO Name & Signature]