



## SAMPLE LEADERSHIP ANNOUNCEMENT MESSAGE

### ANNOUNCEMENT VIDEO | 2 MINUTE VIDEO

Hi Team,

Thank you for taking a moment to watch this message.

As [insert title] here at [insert company/organization name], I'm proud of the way our team shows up for our community.

This year, we're excited to share the 2025 campaign theme: **United is the Way**. It's a reminder that when we come together, we can create lasting change for people in our community.

United Way invests in programs that support healthy communities, youth opportunity, financial security, and community resilience. Your gift, no matter the size, helps strengthen the safety nets and support systems that our community members count on being there when they may find themselves in need.

Our campaign will run from [insert campaign dates], and we'll be sharing more information in the coming days on what we've got planned. Please know that whether you choose to give, volunteer, or help advocate to help your neighbors, your support is instrumental in the work happening in our community.

Thank you for being part of a workplace that believes in doing good – together. We're proud to support United Way's work and even more proud to stand beside you in building a stronger, more connected community.

Together, we can show what it means when we say: **United Is The Way**.

### ANNOUNCEMENT EMAIL | SHORT EMAIL TO TEAM

**Subject: United Is The Way – Our 2025 Campaign**

Hi (Insert Company Name) Team,

I'm excited to share that our 2025 United Way campaign is just around the corner, and this year's theme is **United Is The Way**. It's a reminder that when we come together, we create lasting change right here in our community!

Our campaign will run from [insert campaign dates]. In the coming days, you'll see more about how to get involved. Whether you choose to give, volunteer, or help spread the word, your support makes a real impact. Thanks for being part of a workplace that believes in doing good – together.

**United Is The Way.**  
[Insert name and title]

