



Dear [Employee name],

Our community in Eastern New Mexico is facing a number of challenges. We currently have 27% of our children living in poverty, senior citizens & disabled renters battling for housing repairs after the recent storms, and 60% of university & college students are food insecure.

Tough times call for strong action and for us to dig deep and show up ready to join others in a spirit of collaboration. I'm excited to invite you to help improve the health, education, and economic mobility of every person in our community by becoming United in Purpose.

This is more than a campaign – it is a call to action for us at [company name] to come together with thoughtful intention to support local solutions in the communities where we live and work. We have set an ambitious goal of raising [monetary goal/description] to help our neighbors thrive and strengthen our community.

We're counting on generous people like you and your teammates to help improve the lives of people in our community. [Insert story or anecdote from company kickoff or previous year's campaign or how United in Purpose connects to the company's established corporate social responsibility goals]

[Insert information about how they can donate]

Thank you in advance for your valuable support and demonstrating what it means to be United in Purpose at [company name].

Closing,

Signature