



Dear Employee Campaign Manager,

Congratulations on being selected as your organization's Employee Campaign Manager (ECM). You will be joining members of our 2016 Campaign Cabinet, a dynamic group of community leaders, as we work together to advance the common good in our community by creating opportunities for a better life for all.

Your role as ECM is critical and I thank you for bringing your passion, expertise, and resources to get things done. You will serve as our advocate by taking the United Way of Central Virginia story to your team members.

Please review this guide for helpful information and steps in running a successful workplace campaign. I know that as an ECM, taking on the responsibility of your company campaign is a lot of work. The United Way of Central Virginia team is here to support you with everything you may need to make your campaign a success.

It takes the whole community working together to reach our goal of advancing the common good in our community. You can give, you can advocate, and you can volunteer.

That's what it means to LIVE UNITED!

Marc Schewel
2015 Campaign Chair

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