**Employee Campaign Coordinator (ECC) Recruitment Letter**

Dear [Name],

[Company/Organization Name] is proud to support the community by running an annual United Way resource drive in our workplace. It's a great way for our organization to do its part to help those in need throughout our community, joining United Way’s bold goal to move 10,000 families out of financial struggles and into stability.

We are making plans for this year’s [Company Name] United Way resource drive, and I would like to personally invite you to serve as the Employee Campaign Coordinator (ECC). At companies throughout the Wabash Valley, this position requires devoted, passionate people like you to help each business run an effective and successful drive.

As an ECC, you will energize and inspire action among our employees and participate in planning and implementing our resource drive. You will also play a key role in the communications between [company] and the United Way volunteer or staff person.

Serving as our ECC is also a great way to sharpen your leadership skills and make new friends while helping spread the United Way message throughout our company. The time and effort you contribute as an ECC is most appreciated. You will feel good knowing that you’ve helped United Way improve individual lives, tackle long-term community issues and make a lasting difference in the quality of life we all enjoy.

Please reply to me at [Phone Number/email] by [Date] so I know if I can count on you as [company’s] ECC.

Thank you for your leadership and commitment to our community by supporting United Way.

Sincerely,

[CEO, Campaign Chair or Coordinator]