



**United Way
of the Laurel Highlands**
Serving Cambria & Somerset Counties

June 1, 2018

Dear United Way Volunteer,

THANK YOU! Of all the volunteers who help our organization throughout the year, you may have the most challenging and rewarding job! You will be volunteering your time to organize and implement your company's campaign, and championing the LIVE UNITED message.

As you conduct your workplace campaign, you will likely become more connected with co-workers, utilize your leadership skills, network with community leaders through United Way activities, and have some fun...all while helping our communities. Fifty-six percent of our annual revenue comes from United Way workplace campaigns, so your work is valuable to us!

Please use this guide for information, inspiration, and helpful ideas during the planning and execution of your United Way Campaign. Share it with members of your in-house Campaign Team.

We appreciate your efforts and are here to help you in ANY way that we can. Simply ask!
Good luck and THANK YOU again!

Sincerely,
Marty Radovanic
Director, Regional Sales
Highmark Blue Cross Blue Shield
2018 Campaign Chairman