**CEO THANK YOU**

**Send time: Day after end of campaign**

**Sender name: CEO**

**Subject: You Made It Happen and You Make Me Proud.**

I just wanted to drop a line to say — THANK YOU!

The numbers for this year’s United Way *Make It Happen* campaign are absolutely incredible. I’m so proud of all of you here at [COMPANY] who stepped up to fight for the education, health and financial stability of every person in our community.

You all inspire me so much every day. Thank you again for being such compassionate, caring people — and for all your hard work.

In case you missed the full breakdown of results, check out [CAMPAIGN COORDINATOR NAME]’s email for an extra dose of inspiration.

Thanks again,

[SIGNATURE]