

**2020 UPAF Campaign**

**Sample Internal Kickoff Email**

**From:** <Name>  
**Sent:** <Date>  
**To:** -All Staff  
**Subject:** UPAF Campaign Kicks Off Next Week!

*Get ready for “the big show”!*

We are excited to kick off our 2020 UPAF Campaign on <Date>.By supporting the performing arts, together we can contribute to making Southeastern Wisconsin a great place to live, work, play and learn! Our goal is <$XXX> and <100%> participation. Below I have outlined some of thefun and exciting things that will be happening in our office next week to celebrate our UPAF Campaign. See the attached calendar of events for a more complete listing.

* <We will have a **Wii tournament** again this year ($5 to enter). Who will be the lucky winner of the coveted traveling UPAF trophy?! John Doe currently holds the title. The tournament will be held in the conference room on Thursday, and the sign-up sheet is in the kitchen.
* Also, we will have a **bake sale** in the break room on Tuesday. All proceeds will benefit UPAF. Don’t forget to bring your treats! Mary Doe, I’m talking to you…wink wink ;)
* **Guessing game:** Guess the number of jelly beans and win a fabulous prize. We will announce the winner on Friday, so get your guesses in! The jar will be located on the front desk. Submit your guesses to Jane Doe – $1 per guess.
* REMINDER: **Participation challenges** will take place each day of our campaign. Please be sure to check the calendar of events to find out more (see attached). Department team leaders will donate $1 per person for everyone who participates.>

**The incentives this year:**

* <**An early-bird drawing:**  Everyone who pledges online Monday will be entered into a raffle to win lunch with our CEO, Wally Doe! Location: TBD
* A 5% increase will get you **5 minutes of FREE chair massage** on Friday!
* A 10% increase will get you **10 minutes of FREE chair massage** on Friday!
* **FREE DAY OFF incentive**: More info to come Tuesday.>

GO UPAF!!!! More to come and how to pledge online Monday…

CHEERS,

<Name>

Chief Fun Officers

2020 UPAF Campaign Ambassador