



[DATE]

Dear Business Owner/Manager:

The Annual State Employees Charitable Campaign (SECC) kicks off on September 21, 2020. The State of Michigan uses a campaign structure that brings groups of charitable organizations together to collaboratively campaign on behalf of a variety of groups and causes. The campaign structure allows employees to make donations to one or more of almost 1,000 participating charities through payroll deduction pledges as well as through various events during the campaign from September 21, 2020 through October 23, 2020.

We are currently planning a [DESCRIBE EVENT – ex: big kick off event to be held downtown Lansing for State of Michigan employees. The event will provide a fun way for employees to learn about some of the participating charities while enjoying some live entertainment. We have invited a number of participating charities to attend the event and each will be provided a space to promote their organization and what they do for the community].

[DESCRIBE HOW THE DONATION WILL BE USED – ex: To encourage engagement we would like to offer a prize drawing for State of Michigan employees who visit a specified number of information booths during the event. We hope that you might consider donating something to be offered as a prize (ex. gift certificate, free admission pass, gift basket, etc.) Your generous donation is tax deductible and will help support the SECC campaign and participating charities.

The State Employees Charitable Campaign is a program of the State of Michigan. The Michigan Association of United Ways, a 501(c)(3) tax-exempt nonprofit organization, serves as the fiduciary for the SECC.

If you have any questions or would like additional information, please feel free to contact me, [CONTACT NAME], at (XXX) XXX-XXXX or XXXXXXXXX@michigan.gov.

Thank you,

[CONTACT NAME]

[TITLE]