**SAMPLE LETTER TO EMPLOYEES**

Dear Employees,

November is a beautiful time of year. There is a chill in the air, and the holidays are just around the corner. It’s a time filled with family gatherings and guilty-pleasure desserts. And with Thanksgiving, it’s also the perfect time of year for us to reflect on everything for which we are thankful, as well as on those who are less fortunate.

As you may know, MSU Shares is the new name of the Michigan State University Community Charitable Campaign or MSUCCC. Like the MSUCCC, MSU Shares is a campaign devoted to raising funds for local charities. Your pledge to the campaign helps support more than 120,000 people yearly in the tri-county area, many of whom live or work close to campus. In fact, some agencies actually provide services to MSU employees and retirees.

There are a wide variety of local charities in mid-Michigan that fight for the health, education and financial stability of every person in every community. Now that we are entering the giving season, the Campaign is open, and I hope you will consider this opportunity to share.

There are many reasons to give back, and it’s much more than being “the right thing to do.” It reflects on who we are as people - it demonstrates your compassion, your concern for the wellbeing of the extended Spartan family, beyond the edges of campus. Giving back can also strengthen our community, and a strong community with a higher quality of life is more inviting to our incoming students.

**But, most of all, it feels good when we share. Knowing that you’ve helped to better the life of someone else is a great reminder to appreciate what you have.**

Our divisional goal for this campaign is to raise $\_\_\_\_\_\_\_\_\_. That would mean each ­(insert your unit name) team member donated just $\_\_\_\_. That’s $\_\_\_\_ a week. With just a $25 donation, you can provide fresh fruit and vegetables for seven families. Or medical care and prescription assistance to three people without health insurance. Or help four parents learn the skills needed to support their children in the classroom.

I donate to MSU Shares because I want to provide opportunities to those less fortunate. I encourage you to consider donating as well. With just $\_\_\_\_ each, we can reach our divisional goal of $\_\_\_\_\_\_\_.

Here at MSU, we often speak about our Spartan Spirit. Imagine how our combined contributions could lift the spirits of our neighbors and friends. It would be a substantial step forward in providing basic needs, education, and security for the most vulnerable in our community.

The decision to help is yours. I urge you to care enough to share!

(Unit Leader’s name and title)

Michigan State University