**2032 CVC: Department Representative and Steering Team email templates**

\*\**Use the following email templates to communicate with your colleges and business units during the 2023 Commonwealth of Virginia Campaign, which runs from Oct. 3 – Dec. 15. We encourage department and steering team representatives to communicate regularly throughout the campaign. Please adjust the content below as needed for your team.*

**Campaign kickoff message**

*\*\*Send on or soon after Oct. 3, the campaign kickoff date*

Subject: 2023 Commonwealth of Virginia Campaign

Team,

It is an honor to serve as our department’s representative for this year’s Commonwealth of Virginia Campaign, which officially kicked off on Oct. 3.

The CVC is an annual workplace giving program operated by and for state employees. There are [more than 750 participating charities](https://www.cvc.hr.vt.edu/content/dam/cvc_hr_vt_edu/_files/2022_Approved_CVC_Charities.pdf) for this year’s campaign, which support a wide variety of causes.

The university has set the 2023 fundraising goal as $400,000. Based on our employee headcount, our team’s goal is [$XX]. With our commitment to *Ut Prosim* and our dedication to help our greater community, I know we will reach our goal!

Every dollar counts and makes a difference! It’s not about how much you give, it’s about the act of giving! Since 2010, Virginia Tech employees have donated nearly $4.4 million to charities in Blacksburg, the New River Valley, and across Virginia.

There are several ways that employees can give:

* Donate via payroll deduction the [CVC website](https://www.cvc.hr.vt.edu/donate/online.html).
* Through the [direct give form](https://cvc.tfaforms.net/33), which will also allow you to donate before or after the campaign.
* Cash and check donations, using the [printable pledge form](https://www.cvc.hr.vt.edu/content/dam/cvc_hr_vt_edu/_files/file_cvc_stepbystep.pdf).

If you have any questions about the campaign, I am here to help. Please contact me. I look forward to working with you to make this year’s campaign another great success!

[Email signature]

**Campaign update message**

*\*\*Use the message below to provide updates to colleges and business units throughout the campaign.*

Subject: Update on 2023 CVC

Team,

The 2023 CVC is off and running! So far, the university has raised $[XX-pull from CVC website] and our team has raised [$XX-pull from CVC website]. As a reminder, our team’s goal is [$XX] and this year’s campaign ends on Dec. 15. Let’s come together and meet our goal!

Thank you to each and every employee who has donated so far. If you haven’t had a chance, please consider donating. No amount is too small, and every dollar counts toward reaching our goal.

There are several ways that employees can give:

* Donate via payroll deduction through the [CVC website](https://www.cvc.hr.vt.edu/donate/online.html).
* Through the direct give form, which will also allow you to donate before or after the campaign.
* Cash and check donations, using the [printable pledge form](https://www.cvc.hr.vt.edu/content/dam/cvc_hr_vt_edu/_files/file_cvc_stepbystep.pdf).

And don’t forget, there are [more than 750 charities](https://www.cvc.hr.vt.edu/content/dam/cvc_hr_vt_edu/_files/2022_Approved_CVC_Charities.pdf) that you can designate to receive your donation. If there are multiple charities you are passionate about, you can designate to multiple charities.

If you have questions about the campaign or how to donate, please reach out to me. I am here to help!

[Email signature]

**CVC event message**

*\*\*Use the message below to announce a college or department event to your team. If appropriate, we recommend that you send a calendar invite out as well for the event.*

Subject: 2023 CVC Event – [Description, date, time]

Team,

The 2023 CVC is under way and in order to help us reach our team goal of $[XX-pull from CVC website], we are holding a [event description] on [date, time, location].

Everyone is invited to join in the fun while we raise money for a great cause!

[Include information on cost/how employees should pay (cash or check only/no coins), etc.]

Thank you in advance for your support and I look forward to seeing you on [date]. In the meantime, if you have questions about the [campaign](https://www.cvc.hr.vt.edu/) or how to [donate](https://www.cvc.hr.vt.edu/donate.html), please contact me.

[Email signature]

**CVC end campaign update message**

*\*\*Use the message below to provide updates to colleges and business units toward the end of the campaign. If goal has not been reached, encourage participation to reach goal.*

Subject: 2023 CVC ends on Dec. 15!

Team,

The 2023 Commonwealth of Virginia campaign is almost over. This year’s campaign ends on Friday, Dec. 15.

So far, our team has raised $[XX-pull from CVC website]. Thank you to everyone who has participated!

The university is well on its way to meeting our total goal of $400,000. I encourage all of us to give, if we are able to give, to meet that goal. No amount is too small.

If you haven’t had a chance to donate yet, I encourage you to do so soon. There are several ways that employees can give:

* Donate via payroll deduction through the [CVC website](https://www.cvc.hr.vt.edu/donate/online.html).
* Through the direct give form, which will also allow you to donate before or after the campaign.
* Cash and check donations, using the [printable pledge form](https://www.cvc.hr.vt.edu/content/dam/cvc_hr_vt_edu/_files/file_cvc_stepbystep.pdf).

There are [more than 750 charities](https://www.cvc.hr.vt.edu/content/dam/cvc_hr_vt_edu/_files/2022_Approved_CVC_Charities.pdf) that you can designate to receive your donation. If there are multiple charities you are passionate about, you can designate to multiple charities.

If you have questions about the campaign or how to donate, please reach out to me. I am here to help!

[Email signature]

**CVC post-campaign thank you message**

*\*\*Send a thank you to your team for their participation after the campaign end date of Dec. 15.*

Subject: 2023 CVC – Thank you for participating

Team,

First, I want to say thank you to everyone who participated in this year’s CVC. As a team, we raised more than $[XX-pull from CVC website] to benefit charities across Virginia.

Our university also did an amazing job rallying around our motto, *Ut Prosim****.*** With thousands of employees participating, the university raised more than $[XX-pull from CVC website].

Thanks to you and all of our participating employees, there are so many charities that will be able to continue providing much needed services to their communities.

During this season of giving, nothing feels better than helping others. I appreciate everything you do for our team and our university.

[Email signature]