



## Division of Marketing & Communications

### Department Representatives:

We are pleased to announce the launch of the 2020 Campaign for Charities. The University of Georgia has forged a proud tradition of strong support for the endeavor. For 19 consecutive years, UGA has had the highest contribution per employee of a state organization with at least 9,000 employees.

To build upon this success, UGA established two campaign goals for 2020: to raise \$400,000 and to achieve a 15% participation rate. As we work together to accomplish these objectives, I invite you to consider contributing to an organization that is meaningful to you.

One key focus of the 2020 campaign is to encourage participation. To build enthusiasm, we will hold a series of weekly drawings in October and November to award prizes to employees who submit pledge forms. The campaign will conclude on **November 26, 2019**.

As a Department Representative, you are the backbone of this effort. Your enthusiasm and energy will lead to the campaign's success and I, on behalf of the University of Georgia, thank you for the donation of your time and work in addition to your other daily responsibilities.

To support your efforts, the following information is provided in this Department Representative packet:

1. Campaign goals for the organizations reporting to each Department Representative
2. Employee packets, including:
  - a. A pre-printed pledge form and an envelope for each employee (*Note: please feel free to copy the blank form for new employees*);
  - b. A brochure featuring a letter from me as well as a listing of charitable organizations (*Note: to view the full list online, please visit: <http://charities.uga.edu>*); and
  - c. A letter to each employee from President Morehead.

As you receive pledge forms from employees, please return the sealed forms through the Department Representative to: University Budget Office, Room 226, Business Services Building, Campus. Please note, there is no need to return a pledge form if an employee contributes online. If you have questions or need additional materials for your departmental packet, please call the University Budget Office at 706-542-2802.

As we embark on this endeavor, I am truly grateful for your leadership and support of the 2020 Campaign for Charities.

Regards,

Karri Hobson-Pape  
Vice President for Marketing & Communications