

Campaign Endorsement Letter from the CEO - No.1

Dear Fellow Employees:

Human care services supported through United Way help not only the sick, disadvantaged, or physically disabled, but also families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of our United Way agencies can see this help first-hand and be reassured that his or her pledge is working to provide essential health and human services.

Giving to the United Way is a symbol of your concern for your own needs and those of your friends, neighbors, and fellow employees. By joining so many deserving agencies into one fund raising effort, each contributor is assured that he or she is doing the most good for the greatest number of people.

What really sets United Way apart, however, is that local volunteers not only raise the money, but through the Community Fund process, also determine how contributions will be used to the community's best advantage. It is an open, fair, and equitable system, and we can all be proud of it! I hope you will take this opportunity to make your pledge. Your gift will make a difference.

Campaign Endorsement Letter from the CEO - No. 2

Dear Fellow Employees:

The spirit and leadership of the employees of our organization are well recognized in the community. We have never been content with just following along, but have taken the initiative in setting the pace for others.

Within a few days, you will be given the opportunity to help our friends, our neighbors, and thousands of people through United Way. United Way is an excellent way to help people who really need help. The non-profit agencies and vital health and human care programs made possible by your United Way gift help literally thousands of our neighbors each year. Whether it's specialized day care for a child, counseling for abused spouses or a rape victim, or services to help a senior stay in their own home, your gift to United Way is addressing what matters most.

In support of this very important campaign, you will be asked to attend a United Way presentation at which time you will be given the opportunity to pledge. Your contribution is a personal decision, but I hope that you will recognize the need.

Through our payroll deduction plan, you have a convenient, easy, and practical way to make your contribution over a period of 12 months. I have made a pledge to United Way, and I hope you will consider doing the same. When we help United Way, we really help ourselves as well as others.

Campaign Endorsement Letter From the CEO - No. 3

PACESETTER CAMPAIGN

Dear Fellow Employees:

At COMPANY XYZ we have a number of fine traditions that set us apart from many other companies. Two of these, which we point to with pride, are our leadership position and the outstanding quality of our products and services.

Through the strong support our employees and company give to worthwhile programs in the area, our good name extends to the community as well. This year, we have the opportunity to demonstrate our leadership, our belief in ourselves, and our tradition of caring for others, for we have agreed to be a Pacesetter in our community's United Way campaign.

Through our Pacesetter campaign, we'll have an opportunity to learn more about our community's needs, about United Way supported agencies and the services they provide, and how each of us benefits from this community effort. As citizens, we should be informed, so that when we are asked to give, we understand what our gifts mean to others in the community. Giving to the United Way is a symbol of your concern for your own needs and those of your friends, neighbors, and fellow employees.

In addition to being a Pacesetter this year, we would like to make a commitment to year-round giving. An important part of this commitment is giving through payroll deduction. It is an excellent and convenient way to give, and it enables you to provide such a gift all year long. We encourage you to use this method when deciding your United Way contribution. **Even the smallest contribution can make a lasting impact on the community.**

We want to thank each of you and your families for the support you have given United Way and other community programs in the past. We are confident we will continue our tradition of community support during our Pacesetter campaign this year.

Campaign CEO Thank You - No. 1

Dear Fellow Employees:

On behalf of the (company name) and United Way, I would like to express our deep appreciation for your involvement in this year's campaign.

Your generous donation to our United Way campaign is greatly appreciated. Your gift is an expression of your caring, and it represents an investment in the future of our community. Because of your commitment, local United Way supported programs will receive the help needed to provide vital health, family and youth services.

The value of your efforts - to these programs and to the people who depend on United Way - cannot possibly be measured, but your efforts are certainly appreciated.

Again, thank you for your generosity.

Campaign CEO Thank You - No. 2

Dear Fellow Employees:

Each year, I write a letter asking for your support of United Way. I ask because I believe United Way is one of the best resources we have in our community.

I can happily report that each year we've outdone ourselves in our generosity. And this year was no exception. Thank you for your generous support.

You and I both know there will always be people who need a helping hand or a gentle word of encouragement. Your generous support of United Way ensures that someone will be there to lend that support.

Once again, I extend my warmest thanks to you for taking the time to care. I'm proud and honored to work with people like you.