

CEO ENDORSEMENT LETTER

Dear (Employee's Name),

This year's United Way campaign will kick off at (Company's Name) on (Date), (Coordinator's Name or the Campaign Committee) has been chosen as our employee campaign coordinator and has added new and exciting dimensions to this year's drive. Woodland United Way has always had the full support and commitment of (Company Name), and I am looking forward to this year's campaign with enthusiasm.

During the week of (Date), a meeting will be scheduled to better inform you of the services available through United Way agencies and to answer any questions you may have. I look forward to seeing you there. Thank you for helping (Company Name) Live United!

Sincerely,

(CEO / Manager)

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Dear Employee,

As CEO of (Company), I am very proud of our company and its employees for helping to make our community better.

One way we do this is through our participation in the annual United Way campaign. Woodland United Way offers everyone an opportunity to help others with the confidence that dollars contributed are well spent right here in our community.

In addition to our corporate gift, (Company) also supports an employee campaign. Our company believes in the effectiveness, efficiency and accountability of our local United Way. That is why we provide the time and opportunity for our employees to learn about the services funded by United Way, so that they can make an informed giving decision. We also offer payroll deduction to enable you to give as generously as possible without greatly impacting your family's budget. We do this because our community's needs are great and we believe that everyone has a stake in making it a better place to live.

Please give serious consideration to this opportunity to be a part of something that helps so many. The dates of our company's campaign are (Dates). Our employee campaign coordinator is (Name). Please give him/her and the campaign committee your support. Thank you for helping (Company Name) Live United!

Sincerely,

(CEO / Manager)

SAMPLE THANK YOU LETTER or EMAIL

Good News!

Our United Way campaign raised \$ **(INSERT AMOUNT)** this year. That's **(INSERT AMOUNT)** percent more than last year and an average of \$ **(INSERT AMOUNT)** per donor.

This is truly a reflection of the caring spirit we have at **(INSERT COMPANY NAME)** and our pride in the Yolo County area! You are the reason this is a great place to live and work.

From all of us who worked on the campaign, and from the people who your gift will help, a big thank you for supporting our community.

Even though this year's campaign is finished, United Way uses your gift year round to change lives.

Thanks again for your time, commitment and generosity.

Sincerely,

(INSERT CEO NAME AND SIGNATURE)