

## Sample CEO Endorsement Letter for Employee Campaign

Dear Colleagues,

### ***(intro option 1)***

It's sometimes hard to believe that a single effort can make a difference - but it does. Given the challenges we're facing today, I'm asking this year, that you consider joining the thousands of others who have chosen to LIVE UNITED and support United Way's Community Care Fund. No matter how we choose to give, how much or how little we give — it all counts.

### ***(intro option 2)***

We don't change lives – you do. That's what United Way's team said to me not so long ago. Tompkins County has a long and proud history of answering community needs. It takes everyone in our community working together to create a brighter future and I believe, that especially in these tough economic times, people in our community will continue to care for those less fortunate.

That's why I'm asking you to join this campaign and make a difference. Choose to LIVE UNITED.

### ***(body option 1)***

Each and every one of us here at [COMPANY] helps to make a difference. We're the ones who put graduation caps on kids. We make sure seniors get their basic needs met. We help women escape domestic violence. We help people with disabilities and their families.

### ***(body option 2)***

Here at [COMPANY], we're committed to making long-lasting changes to our communities. Our collective donations to United Way's Community Care Fund will change lives and help address many of our region's most complex issues. We all benefit when a child succeeds, when families are financially stable, and when people have good health.

### ***(include)***

This year, our company campaign is slated to kick off on [date]. (Coordinator name) has volunteered to lead the 2010 campaign here, and we have set a goal of (\$xxx). But remember – it's more than a goal or a number to reach. It translates to real programs and services for people in our community every day.

### ***(include)***

When you donate all or some of your gift to United Way's Community Care Fund, you're helping to create solutions as large as any challenges our community faces. This year, you'll turn homebuyers into neighbors and help new moms become great parents. Your gift will help foster a strong community where everyone can prosper.

When we choose to LIVE UNITED, we can continue to fuel the momentum and achieve great outcomes.

### ***(optional)***

I also encourage you to visit United Way's web site at [www.uwtc.org](http://www.uwtc.org) to learn more about the change your gift will be making in the year ahead.

### ***(closing option 1)***

Thank you for choosing to LIVE UNITED and for continuing the progress and change in our community.

***(closing option 2)***

To that end, consider joining the thousands of others in our community that have made the decision to LIVE UNITED. Together, we can create a brighter future for all.

Best Regards,  
(CEO Name)

**Sample CEO Endorsement Letter for Management Campaign**

Dear Colleague,

***(intro option 1)***

[Name,] you are a leader in our organization, and the example you set for others here through your talents and your commitment to our community is priceless. I encourage you to LIVE UNITED this year as a leadership giver in our United Way campaign.

***(intro option 2)***

You touch lives every day [NAME], here in the office and in our community. When you support United Way of Tompkins County as a leadership giver, you make the decision to LIVE UNITED and your commitment will help kids find success in school, strengthen families and neighborhoods and help people in crisis get what they need to get back on their feet.

***(body option 1)***

To begin your own legacy of giving, simply make a pledge of at least \$XX a week. In return, you make an incredible difference in our community.

***(body option 2)***

With the economic transition our nation is facing, United Way of Tompkins County needs your support more than ever. A pledge of \$XX a week will help children succeed in school and in life; ensure that help is there for people when an unexpected crisis strikes; and empower people with the tools needed to live independent lives.

Visit United Way of Tompkins County's web site at [www.uwtc.org](http://www.uwtc.org) to learn more about the change your gift will be making today and in the year ahead.

***(closing option 1)***

Your leadership-level commitment will send a powerful message to everyone in our company – that we value our community and United Way's role in making it a better place for all. Thanks for all you do.

***(closing option 2)***

United Way's ability to respond to ever-changing, complex community needs relies on the strength of the Community Care Fund. Your leadership-level commitment makes a difference every day of the year. We know that change doesn't happen overnight...but your donation fuels the energy to affect that change well into the future.

Best Regards,  
(CEO Name)

## Sample CEO Endorsement Letter for Retirees

Dear Name,

I'm writing to thank you for your service to our company throughout your career, and for your incredible commitment to making our community stronger through United Way.

This year, as our (COMPANY) United Way campaign is about to kickoff again, I ask that you again consider donating a gift as part of our effort. Here at [COMPANY], we're committed to making long-lasting changes to our communities. Our collective donations to United Way's Community Care Fund will change lives and help address many of our region's most complex issues. We all benefit when a child succeeds, when families are financially stable, and when people have good health.

If you have any questions about this year's campaign, please contact (COORDINATOR) at (CONTACT). We have provided a pledge form with this letter for your convenience. My thanks to you for your continued generosity and support of United Way. I look forward to the campaign ahead and the marked difference we'll make in our community together.

Warm regards,  
(CEO name)