

Here are some sample letters for your company's United Way Campaign:

Campaign Endorsement by CEO

Dear Employee,

Mark your calendar today for a great opportunity to get involved in our community. On [DATE], [COMPANY'S] annual United Way of the Midlands Campaign kicks off with a [TYPE OF EVENT]. The campaign will run from [DATE TO DATE] and our campaign coordinator, [NAME], has put together a series of fun events for us to learn more about the positive impact we can make on people's lives through United Way.

[COMPANY] has been a strong supporter of United Way for [NUMBER] years now because we truly care about this community in which we work and live. With United Way, it's easy to "give back" and make a difference in the lives of thousands of people who need our help most. When they are able to stand on their own, our entire community grows stronger.

I hope that you will participate in the kickoff event and in the United Way Campaign. When we all work together with United Way, more children arrive at school ready-to-learn, individuals and families learn how to stabilize their finances and become independent, and good health is in reach for more of our neighbors.

When we reach out a hand to one, we influence the condition of all. Now, more than ever, it's time to LIVE UNITED, so please join me in this great community effort.

Sincerely,
(Chief Executive Officer)

Sample Leadership Letter

Dear (personalize):

I believe (COMPANY NAME) is a leader in our industry and in our community. We always respond very generously to the United Way of the Midlands Campaign, and as this year's campaign kicks off, I ask you to continue your support.

There is an opportunity to play an even bigger role in meeting the needs of our community, through the Bridgebuilders Society. The goal of this prestigious group is to "bridge the gap" between the increasing needs in our community and the programs available to help people make positive, long-lasting change in their lives.

The Bridgebuilders Society is a local recognition program for individuals or couples who contribute \$1,000 or more annually to the United Way of the Midlands Campaign.

I ask you to join me as a member of the Bridgebuilders Society by making a personal pledge. As a leader at (COMPANY NAME), and in this community, others look to you to set the standard. Please consider making an annual leadership gift of \$1,000, \$2,500 or more. Your individual contribution can be combined with that of your spouse's pledge to meet the \$1,000 per year minimum. If you are already a member, I would ask you to consider increasing your gift, to help United Way meet the new challenges that face our community.

Please complete the enclosed pledge card and Bridgebuilders confirmation card, and return these items to (PERSON) by (DATE).

Each of us can get involved, to help make our community stronger, and now's the time to LIVE UNITED. Thank you, again, for your support of the United Way of the Midlands Campaign.

Sincerely,
(CHIEF EXECUTIVE OFFICER)

Labor Endorsement

Dear Brothers and Sisters:

The labor movement and United Way of the Midlands have a lot in common; both believe that every individual should be treated with dignity and respect, that people thrive when given opportunities to succeed, and *both* have the support of working men and women throughout the community

Organized labor is represented at every level of United Way of the Midlands. Labor leaders sit on the United Way Board of Directors, and union members are heavily involved in many of United Way's partner agencies.

At some point in our lives, most union members have been or will be served by a United Way affiliate – whether you have a child in scouting, know someone who has needed counseling, or have an aging parent who might need help from organizations that offer nutritious meals or transportation. The AFL-CIO Community Services liaisons on staff at United Way have served thousands of your union brothers and sisters when help was needed.

That help is made possible, thanks to our generous support of the United Way of the Midlands Campaign. Please be generous in your giving, and thanks for your help in the past. You have made a difference in the lives of many in our community, and you have helped continue the great partnership between unions and United Way of the Midlands. Now's the time to LIVE UNITED!

**In Solidarity,
(UNION PRESIDENT)**

Endorsement Letter to Company Retirees

Dear Retiree,

As this year's United Way of the Midlands Campaign approaches, I am once again reminded how important [COMPANY's] retirees are to this company and our community. You and your colleagues helped build [COMPANY] and your hard work laid the groundwork for today's successes.

You were also essential to the success of the [COMPANY's] United Way Campaign. I ask you to join us in supporting the United Way drive, which will take place from [DATE TO DATE]. When individuals and companies work together on this effort, nearly 150 health and human service programs supported by United Way will help people in need across the metro area. By providing opportunities in education, income and health, we are giving people the building blocks for a good life. It's a gift we give to our community for years to come.

Thank you again for joining [COMPANY] in contributing to the United Way Campaign.

**Sincerely,
(Retiree Organization President)**

Thank You Letter

Dear _____

As the United Way of the Midlands Campaign comes to a close, I want to thank you for your caring contribution. With support from individuals and companies right here in the Omaha metro area, United Way and its health and human service partners are able to create opportunities for a better tomorrow for thousands of individuals and families who live and work right here.

Thanks to your gift, [COMPANY] was able to raise \$[AMOUNT] for this year's United Way drive. Make no mistake about it: your participation was critical to the campaign's success.

We are proud of the commitment our company and its generous employees make, because when we reach out a hand to one, we influence the condition of *all*. Truly, you are a great example of example of what it means to LIVE UNITED.

**Sincerely,
(Chief Executive Officer)**