

## SAMPLE CEO ENDORSEMENT



United Way  
of the Blue Mountains

### Letters from the Top

Letters endorsing the campaign are a powerful tool, and should be personalized as much as possible. This sends a clear message that the campaign, as well as the individual employee, is important. And, remember to thank employees at the end of the campaign! Their generosity and caring deserves to be recognized.

#### When to Use a Letter?

- As a warm up to the campaign
- Send to employees a week before you begin meetings
- Include as a payroll stuffer a week before you begin your campaign

### CEO ENDORSEMENT LETTER 1

Dear Employees:

At (Company Name), we've earned a reputation for caring about the community where we live and work. Every year, we get the chance to demonstrate that community spirit and leadership by taking part in the United Way campaign. This year, we invite you to consider either joining us or increasing last year's contribution.

Your generous investment in our community through United Way puts you in good company. And best of all 100% of your investment stays right in your community counties. Your investment helps friends, neighbors...even members of your own family...because it supports the programs and services of United Way's partner agencies located in our own backyards.

United Way of the Blue Mountains focuses its support on three critical areas of care: Health, Education, and Financial Stability. Everyone deserves to have a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

Our company's campaign will kick off on (date) with (key worker's name) as chair. Please join me in supporting this year's effort by investing as generously as you are able. Because of you, our communities will be stronger for generations to follow.

Thank you,

(CEO/Manager)

## **CEO ENDORSEMENT LETTER 2**

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. United Way of the Blue Mountains 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.

I am personally pledging an investment in our community through United Way and hope you will join me by making your own generous investment. Our friends and neighbors count on United Way funded programs. We all need to make that help possible.

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)

## **CEO ENDORSEMENT LETTER 3**

Dear Fellow Employees:

“Give 5 to Change Lives”

In the weeks ahead, you will be hearing this phrase throughout the community – as people join together to help others through United Way.

Health, Education, and Financial Stability programs supported through United Way help those families who face unexpected problems, or require professional help to meet basic

human needs, and address barriers that keep kids and adults from educational success. Anyone who has connected with our United Way agency can see this firsthand and be reassured that his or her investment through United Way is working to provide essential health and educational services.

Investing in your community through 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 programs into one fundraising effort, each investor 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 Investment 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 investment in your community through United Way will make a difference.

Our company's campaign will kick off on (date) with (key worker's name) as chair. Please join me in supporting this year's effort by investing as generously as you are able.

Thank you,  
(CEO/Manager)

#### **CEO ENDORSEMENT LETTER 4**

Dear (Company Name) Employee,

The United Way Campaign is gearing up and we will kick off our employee campaign on (DATE). (ECC's Name) and (his/her) team have worked hard to make this a great campaign and we're looking forward to not only having some fun, but more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will be receiving details on the campaign activities soon.

More people than ever need the valuable assistance from the programs funded by United Way of the Blue Mountains. These agencies' critical services deliver the three building blocks to a better life: Health, Education, and Financial Stability. We all have a stake in the health of this community. Your community investment, combined with many others, makes a huge difference in numerous lives.

Please consider an investment in your community through United Way as your part in making our community a better place to live. Your investment amount is a personal decision, and any amount is appreciated. Keep in mind that we allow you to spread your gift throughout the year with the convenient option of payroll deduction. (IF APPLICABLE) We also match your gift, so everything you give goes further!

Please review the brochure about the work of the United Way. I hope you will join me in supporting this year's United Way campaign. There is no better way to help more people in need than by giving through United Way.

Thank you,

(CEO/Manager)