

United Way of Etowah County

Sample Letters to Give to Employee Campaign Coordinators

Sample Letters for the CEO to send out to employees:

Dear employee:

During the next few weeks, you will be hearing a great deal about United Way. Our organization recognizes the important and ongoing health and human services provided to our neighbors by the agency programs and special initiatives supported by United Way.

United Way has a remarkable approach to assessing and reviewing the priority needs of our community. Volunteers from all walks of life spend thousands of hours carefully evaluating more than 80 partners and programs supported by United Way to decide how our contributions can best be invested to ensure the greatest outcomes.

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

Every year, we get the chance to demonstrate our 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. It is truly the one way that to invest in *what matters*.

Sincerely,
CEO Signature

Campaign Kickoff – to all

Sent to: All employees

Date: day of kickoff/campaign meeting

Subject: You can impact lives!

Body: United Way is the driving force behind dozens of initiatives past and present that provide solutions to Etowah County's most critical needs. Our goal is to focus on what matters, and what matters is supporting programs in our community that get results and improve lives.

YOUR COMPANY NAME is excited to participate in this ongoing effort to change lives in our community. Because of the generosity of people throughout Etowah County, children are nurtured; the elderly independent; neighborhoods enhanced; basic needs met; and youth are prepared for a productive adulthood.

Signed by CEO or Coordinator

United Way of Etowah County

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United Way Teaser

Pre-Campaign - to all

Sent to: All employees

Date: between two weeks and two days before the campaign starts.

Subject: what matters!

Body:

It's that time of year again to kick off our United Way campaign and open our hearts to those around us. The theme for this year's campaign is **YOUR THEME HERE.** United Way is dedicated to addressing the needs and seeking solutions for our community. Because of the compassion of United Way's donors, children are nurtured, the elderly independent, neighborhoods have been enhanced, basic needs met and youth prepared for productive adulthood. Bottom line, it's these results that matter. Gifts to United Way impact lives and get results. For instance, last year United Way invested \$XXXXXXXXX to provide for basic needs, counseling and mental health, children, youth and health and rehabilitation services.

Sample Letter for Leadership Group

Dear [Your Organization's Name] Employee:

Leadership is something we appreciate and value at [Your Organization's Name]. Within our company and our industry, we admire leaders who distinguish themselves by their initiative and ability to foster partnerships and knack for getting to the heart of the matter.

These are some of the same reasons why, within our community, United Way has long been respected as a leader. United Way brings our community together to deal with important issues in education, employment, health, housing, neighborhood development, and safety. And United Way is working for positive, systemic change, to address the underlying causes of complex social issues by getting to the heart of what matters in our community.

A gift to United Way is a wise investment for those of us who appreciate return on our dollars and our time. United Way of Central Alabama is one of the most efficient charitable organizations around; ninety-nine cents of every dollar raised in our community stays in our community.

As you make your investment in United Way through our campaign this year, I hope you'll give strong consideration to the leadership levels described within our campaign materials.

Thank you, in advance, for joining me in support of United Way's efforts to get to the heart of what matters. We're proud to make [Your Organization's Name] part of United Way today.

CEO Signature