

(Photo of CEO in Live United T-shirt)

SAMPLE CAMPAIGN LETTER
CEO ENDORSEMENT
(Business Letterhead)

(date)

Dear (Name of Business) Employees:

Now more than ever before, community members are relying on services provided by United Way of Hastings (UWH) to help them through tough times. From services like grocery shopping for older adults to building webs of support for youth and making sure our Hastings students have enough food to eat on weekends so they can return to school Monday mornings nourished and ready to learn.

For over 55 years, UWH has been the Heart of Hastings as the community's local nonprofit that helps people get back on their feet during tough times. UWH brings our whole community together to LIVE UNITED - meeting the challenges related to local health and human services by providing essential services and focusing on long-term solutions. The money raised here stays here. This is your personal invitation to get involved.

Our annual United Way campaign at (Name of Business) will be ??Dates??. Employees can contribute to UWH by having their donations taken directly from their paychecks, each pay period, as a one-time deduction, or by including a cash or check donation with the pledge form.

Workplace giving is convenient for all of us with a payroll deduction, it's manageable because small amounts each pay period add up to a big impact at the end of the year, it helps keep fundraising costs low for UWH so more of your dollars go to those in need, and it's tax deductible.

Upon receiving your pledge form, please consider this: A contribution to the UWH is more than a charitable gift – it is an investment in the well-being of the Hastings community and helps those that are less fortunate. I urge you to learn more about United Way of Hastings and its important work at www.unitedwayofhastings.org and please, give generously.

Sincerely,

CEO Name
Title