

Sample Endorsement Letters

Campaign Endorsement Letter from CEO

Dear (Employee),

Once a year, each of us has a chance to make a difference in the lives of people in Greater Eau Claire through our company's United Way Campaign.

(Company) believes we all have a responsibility to the community where we live and work. One of the ways we fulfill this responsibility is by investing in United Way of Greater Eau Claire's annual Community Solutions Campaign.

Through our support of United Way, we will spark positive change in the lives of our friends, family members and ourselves. United Way:

- Utilizes hundreds of volunteers to keep administrative costs down;
- Invests in programs that demonstrate visible, measurable results;
- Keeps your contribution right here in our community to help local people;
- And allows you to help invest in many programs with your one gift.

To make a difference in our community, invest in United Way through payroll deduction. It is the easiest, most convenient way to help provide community impact.

I am proud to say that I have given personally to United Way and that (COMPANY) has committed to give a (DOLLAR AMOUNT or A DOLLAR FOR DOLLAR MATCH) corporate gift this year. Please join me in investing in this year's United Way campaign. Your gift will be invested in what really matters in our community.

Sincerely,
CEO Signature & Name

Campaign Endorsement Letter from CEO

Dear (Employee),

(COMPANY) believes that as a company and as individuals we have a responsibility to the community where we live and work. Our community is what we make it, or what we fail to make it. The choice is ours.

(COMPANY) and its employees care. We care about our work, we care about each other, and we care about our community. So does United Way. United Way is investing in what matters—results! Investing in community impact helps everyone by making our community a better place in which to live, work, and raise a family.

This year, (COMPANY) has set an employee goal of (\$\$\$). This may not be an easy goal to reach, but past experience shows that (COMPANY) is made up of people whose capacity to care knows no bounds. Please give as generously as you can. United Way is investing in what matter most in Greater Eau Claire—providing real results for real people!

Sincerely,
CEO Name and Signature



Sample Thank You Letters

Sample Thank You Letter

Dear (PERSONALIZED),

We did it! By investing in the United Way of Greater Eau Claire's Community Solutions Fund, we have helped build a stronger, more caring community for everyone.

Your investment in our community through United Way of Greater Eau Claire makes a difference. Your investment will help to make an impact on the most critical needs facing our community. Thank you for investing in what matters—results!

Sincerely,
CEO Name and Signature

Sample Thank You Letter

Dear (PERSONALIZED),

On behalf of (COMPANY) and United Way of Greater Eau Claire, I would like to express our deep appreciation for your involvement in this year's campaign.

Your time and talents in supporting the United Way campaign are greatly appreciated. Your efforts are an expression of your caring spirit and represent an investment in the future of our community.

Your gift to United Way of Greater Eau Claire will help to make an impact on the most critical needs facing our community. Thank you for your participation. Together we are helping make this the most vital, caring community it can be.

Sincerely,
CEO Name and Signature

Sample Thank You Letter

Dear (PERSONALIZED),

Thank you! Your investment in United Way of Greater Eau Claire's community campaign helped raise a total of (\$\$\$). On behalf of (COMPANY) and the community, thank you for your participation in this year's campaign.

Your United Way investment is working everyday in our community making a difference in people's lives by impacting the most critical needs facing our community.

Again, thank you for your personal investment in our community through United Way. When you give to United Way, you help bridge the gap between those who need help and those who can help. Your contribution is helping our neighbors lead better, healthier lives.

Sincerely,
CEO Name and Signature



Sample Leadership Giving Letter & Retiree Letter

Sample Leadership Giving Letter

Dear (PERSONALIZED),

At (COMPANY) we have always prided ourselves on our leadership and dedication to our community. United Way of Greater Eau Claire is committed to focusing on the most critical needs in the community. Only through giving to United Way of Greater Eau Claire can your one investment have as much impact on improving lives and strengthening our community.

That is why (COMPANY) actively supports the annual United Way campaign. As we begin the 2005 campaign, your continued support and generosity is appreciated. Your leadership and commitment inspire the generosity of others.

As you consider your investment in United Way, I hope you give serious thought to (continued giving or giving at)the Leadership Circle Level.

Thank you for considering a gift at the Leadership Circle Level. It is investors like you, and all of us giving together, that make this community stronger.

Sincerely,
CEO Name and Signature

Sample Retiree Letter

Dear (PERSONALIZED),

Every year, you generously respond to the request for donations from your local United Way. If you have contributed in the past, I want to personally thank you on behalf of all the people in your communities who have been helped by your generosity.

I'm writing to you today to ask you continue your generous support by becoming one of our many retirees who remain active contributors to United Way of Greater Eau Claire. You can feel good about investing in United Way because local volunteers distribute funds to where they are most needed. Your dollars have helped United Way bring a positive impact to the most critical needs of our community.

In the enclosed brochure, you can read more about how your gift will make an impact in the community. I hope you'll take a few minutes to read this brochure, fill out the pledge card and return it to us by (DATE), in the envelope provided.

Thank you for investing in what matters in our community—results!

Sincerely,
CEO/ECC Name and Signature



Sample New Hires Letters

Sample New Hires Letter

Dear (PERSONALIZED),

Welcome to (COMPANY)!

As you begin your new job, I would like you to know that (COMPANY) is committed to improving our community. This commitment is best shown through our support of the community impact that United Way of Greater Eau Claire invests in each year. We run a United Way campaign annually, and want to give you the opportunity to join us in this show of community support.

United Way invests in community impact programs which address the most critical needs of our community. And, all of the dollars contributed stay right here in the Greater Eau Claire area.

We hope you join (COMPANY) in our commitment to the community. Please complete the enclosed pledge form and return it to the Human Resources Department.

Thank you in advance for investing in what matters!

Sincerely,
CEO Name and Signature

Sample New Hires Letter

Dear (PERSONALIZED),

Welcome! You are an important addition to our team, and we hope you will enjoy and benefit from your experience here at (COMPANY).

(COMPANY) believes that United Way of Greater Eau Claire provides you with one of the best ways to get involved in your community and help others at the same time. United Way of Greater Eau Claire holds an annual Community Campaign that raises funds to invest in community impact programs. These programs address the most critical needs of our community. Enclosed you will find a brochure highlighting where your gift will be invested in the community.

Because (COMPANY) believes so strongly in United Way, we are offering you the opportunity of giving by payroll deduction. Please consider filling out the enclosed pledge card with a generous gift and return it to the Human Resources Department.

Thank you for making an investment in what matters!

Sincerely,
CEO Name and Signature

