

# CEO Ask Letter to Employees

*(Option 1)*

*<insert date>*

Dear *<insert employee name>*,

During the next few weeks, you will be hearing a great deal about our local United Way. **United Way of the Big Bend** recruits people and organizations from across the community to bring passion, expertise and commitment to get things done. By focusing on the building blocks for a good quality of life — United Way is **strengthening communities** and opportunities for all who live here.

Please take time this year to learn more about how United Way is **advancing the common good** and join me and many other employees who **LIVE UNITED**. There is a lot you can do. You can give, you can advocate, and you can volunteer.

An explanation of United Way's work and a pledge form is attached (or pledge online with instructions). Plus, over the next few weeks, you will have many opportunities to hear and learn more about **the impact United Way makes** in our community. Please join me in supporting United Way.

Thank you.

*<insert name of CEO>*

# CEO Ask Letter to Employees

*(Option 2)*

*<insert date>*

Dear *<insert employee name>*,

At *<insert company name>*, we've always been about **helping others and strengthening the community**. Now our commitment is even more important. Soon you'll have the opportunity to show how much you care by supporting the annual **United Way of the Big Bend** campaign. **United Way advances the common good by creating opportunities for a better life for all**. Your donation, no matter what the amount, makes a difference and is vitally important.

With one gift to United Way, you will touch the lives of many individuals and families. **When we reach out a hand to one, we influence the condition of all**. We all win when a child has a head start on quality **education** that leads to success in future jobs, and when individuals have enough income to support a family through retirement.

These results and changes have benefits that ripple out to the community as a whole, helping others and strengthening the community.

We will be kicking off our United Way of the Big Bend workplace campaign on *<insert date>*. Our campaign team has put together a series of great events for us to support. Let's make this the most successful campaign ever!

Please join me in giving to United Way and complete the enclosed contribution form (or pledge online with instructions). Remember you can **give**, you can **advocate** and you can **volunteer**. That's what it means to **LIVE UNITED**.

If you have any questions about the campaign, please contact *<insert employee campaign coordinator name(s) and contact information>*.

Sincerely,

*<insert name of CEO>*

# CEO Ask Letter to Employees who Previously Donated

*(Option 3)*

<insert date>

Dear <insert employee name>,

Thank you for your generous donation last year as a <insert company name> employee. **United Way of the Big Bend** recruits people and organizations who bring the passion, expertise and resources needed to get things done. Last year, your gift was combined with others to help advance the common good by creating opportunities for a better life for all.

Our company's United Way campaign will begin on <insert date>. During the campaign, you will hear more about the impact United Way is making in **helping families** move from barely surviving to succeeding.

For over **75 years**, United Way of the Big Bend has been the **trusted leader** mobilizing resources to address the community's most pressing issues, resulting in solutions that create **measurable progress**. Your donation allows United Way to continue to strategically focus on — **Housing, Early Learning, Safety Net, Aging Workforce, and Skills Development**.

Each of us can share something, so please join me in making a generous gift to United Way. I invite you to connect with <insert employee campaign coordinator name(s) and contact information> to take an agency tour, volunteer and get more involved with our company campaign.

Your **gift**, your **voice** and your **talent** are unique and important. When you share these with others, you exemplify what it means to **LIVE UNITED**.

Sincerely,

<insert name of CEO>

# CEO Ask Letter to Current/Potential Leadership Giver

*<insert date>*

Dear *<insert employee name>*,

As part of this great community, we as individuals—and collectively as an organization—share a responsibility for the future of our society. And by exercising compassion for our neighbors we will build a foundation for prosperity while inspiring others to stand up and make a difference.

This is why I give to United Way. Its work is bringing people and community resources together to address the most pressing issues we face today. Through partnerships with public and private institutions, **United Way of the Big Bend** is targeting the root causes of social issues to effect real and lasting change.

All the more reason why your leadership-level gift of at least \$1,000 is especially important. Your contribution to United Way touches the lives of so many, by focusing on the pressing needs of our community.

Also, *<by giving/continuing to give>* at the leadership level, you *<will become/ will remain >* part of United Way of the Big Bend's Leadership Givers, a dedicated group of civic-minded philanthropists, community and business leaders, and volunteers with more than **750 members**.

I believe strongly in our commitment to the community, and I hope you will also get involved in our mission to make a difference by giving to UWBB. If you can, please make sure you attend the upcoming campaign events, and please contact our employee campaign coordinator with any questions or if you would like more information.

Thank you for your time.

Sincerely,

*<insert name of CEO>*

# Ask Letter to Retirees

*<insert date>*

Dear *<insert retiree name>*,

Everyone deserves opportunities to have a good life: a quality **education** that leads to a stable job, and enough **income** to support a family through retirement.

By investing your dollars with **United Way of the Big Bend**, you are contributing to a stronger future across the Big Bend. Due to the scope of United Way's work, you can affect tens of thousands of lives and know that your donation is creating measurable long-term results.

Fellow retirees have said, "I continue to give and participate in United Way activities because retirement doesn't mean the end of anything, only a beginning to say involved with the things that really matter to you."

It takes an entire community to make a difference and that's why we need you. Please renew your contribution to United Way today. Let's continue to create a stronger community together. This is what it means to **LIVE UNITED**.

Thank you,

*<insert name>*