

SAMPLE LETTER FROM THE COMPANY CEO

Dear ,

Let's do something AMAZING!

As CEO of (Company), I am very proud of our company and its employees for helping to make our community better. One of the reasons we're successful is teamwork. As a team, we gather our individual strengths to accomplish more than we can do alone.

(Company) and Oshkosh Area United Way have worked together as a team for years to help provide services that help local people become independent and self-sufficient. One of the many advantages of giving to United Way is the assurance that your contribution is used in the most effective way possible right here in our community. United Way volunteers help make funding decisions after a thorough review of each agency's budgets and programs. Oshkosh Area United Way is helping where help is needed most!

Please join me on {DATE} at {TIME} as we kickoff our annual United Way campaign. There will be lots of fun for all! Plus you'll learn more about what we as individuals and (Company) employees do to make our community an even better place to live.

This year our goal is to increase our campaign {PARTICIPATION or GOAL INCREASE} to {NUMBER}. We are proud to be able to offer the convenience of giving through payroll deduction. Giving a little every paycheck makes it easier for many individuals to make a difference in the community – while sticking to a budget.

Each of us makes a difference.

#ILIVEUNITED!

Will you join me?

Thank you in advance for your support,

CEO