

# Sample CEO Letter and E-mails

## When to use a letter?

As a warm-up to the campaign

- Send to employees a week before you begin meetings.
- Include as a payroll stuffer a week before you begin your meeting.

## Letter From The Top

The letter endorsing the campaign should be personalized as much as possible. This sends a clear message that the campaign, as well as the individual employee, is important. And last but not least, don't forget to thank employees. Their generosity and caring deserves to be recognized.

## Example:

Dear Fellow Employees:

“LIVE UNITED.” In the weeks ahead, you will be hearing this phrase throughout the community – as people join together to help others through the United Way.

Health and human care services supported through United Way help not only the sick, disadvantaged or physically disabled, but also families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of our United Way agencies can see this help first-hand and be reassured that his or her pledge is working to provide essential health and human services.

Giving to the United Way is a symbol of your concern for your own needs and those of your friends, neighbors and fellow employees. By combining so many deserving agencies into one fundraising effort, each contributor is assured that he or she is doing the most good for the greatest number of people.

What really sets United Way apart, however, is that local volunteers not only raise the money, but through the Budget and Allocations process, also determine how contributions will be used to the community's best advantage. It is an open, fair and equitable system, and we can all be proud of it! I hope you will take this opportunity to make your pledge. Your gift will make a difference.