

## Sample CEO Letter

### When to use a letter or email?

As a *warm-up* to the campaign. Send to employees a week before you begin meetings. Use your company's intranet. Include it as a payroll stuffer or put one in your company newsletter the month before you kick-off your campaign.

### Letter From The Top

A letter from your chief executive officer, detailing his/her support, shows leadership and will encourage others to join in the effort. Letters 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.

XYZ Company  
123 Main St.  
Anchorage, AK 99501

Dear (Employee Name),

As you know, our company has supported United Way for many years. We believe United Way is the most powerful way to give to our community.

By giving to United Way, we invest in our families, our future, and our community – we change lives for the better. When we contribute to United Way, we reach more individuals and accomplish more than we could ever do alone. Our investments create lasting results that we can see every day, everywhere, in our community.

Gifts to United Way help fund a network of service partners that meet basic human needs, provide crisis, prevention and development services as well as make lasting measurable changes in community conditions that change lives. Together they work to:

Help Kids Succeed,

Promote Health and Self-Sufficiency,

Provide a Safety Net for People in Crisis and

Strengthen Families and Neighborhoods.

I have made my pledge to United Way and I hope that you will join with me and do the same. Together we can do what matters for Anchorage and change lives for the better.

Sincerely,  
Company President

Find more words to incorporate into your letters at:

[www.unitedwayofanchorage.org](http://www.unitedwayofanchorage.org)

or see our other **Sample CEO letters.**