

SAMPLE CEO Endorsement Letter

Dear (Employee Name)

For fifty years, United Way of Anchorage has been a force for change in our community. It was (_____ years) that our company conducted its first United Way campaign. Since then, our commitment and support for this organization and the work they do has grown. We believe the United Way is the most powerful way to create real and lasting change right here in Anchorage. United Way makes a difference that matters.

If you really want to make a difference right here in Anchorage, United Way can help you do that. Your United Way contribution is an investment in your community. Many local people will have the opportunity to live healthier, more productive lives today, because of your generosity. And many more people's lives will change for the better because of the work being done to prevent problems from happening in the first place.

Take the time to learn more about how United Way creates lasting changes in people's lives and the community. Visit United Way's website at www.unitedwayofanchorage.org. Talk to our Employee Campaign Coordinator _____ attend our United Way (EVENT?). Learn how, by investing in strengthening families and neighborhoods, helping kids succeed, promoting health and self-sufficiency and providing a basic needs safety net for people in crisis, we improve the quality of life for all who live, work and play here.

I have made my pledge to United Way and I hope that you will join with me and do the same. Together, we can get results that no one can accomplish alone. Together, we will build a stronger, healthier, more compassionate community where no one is in need.

Sincerely,

Company President

P.S. You may be interested to know that in honor of United Way's 50th Anniversary, Alaska Sales and Service is providing a 2006 Pontiac Solstice to be given away in a sweepstakes. To qualify, you need to increase your gift or make a new gift to United Way of \$50. (See the pledge form for more details).