

SAMPLE Leadership Campaign Letter

Date

Name
Address
City

Dear _____,

(COMPANY's) annual United Way Campaign will kickoff next week. And as many of you know, I am a strong supporter of the United Way and the results they are able to achieve with our support.

United Way of Anchorage has been a force for change for over 50 years in our community. For the past (how many company years) years, (OUR COMPANY) has been integral in improving lives and building a stronger community through United Way. By investing in programs, services and cutting edge strategies, United Way strengthens families and neighborhoods, helps kids succeed, improves people's health and meets essential needs for every member of our community.

Last year (COMPANY) employees pledged a record amount of \$ (LAST YEAR'S DOLLARS RAISED). This year I'd like to see the same level of generosity but I'd also like to raise the bar for participation, with the hope of reaching (**PARTICIPATION GOAL**) participation from our employees.

As a leader in this company, you have the opportunity to set the pace and start our campaign off on solid footing and help change lives for the better. I am asking each of you to step up to the plate by giving at one of the Leadership Levels as outlined in the enclosed booklet. Please take this opportunity to demonstrate your community involvement and your leadership in this company with a leadership gift to the United Way. The minimum leadership gift is \$1,000 or about \$20 per week (*recalculate this \$ figure depending upon how many pay periods your company has*). If you've already been giving at the Leadership Level, I ask you to continue your generosity and consider moving up to the next level. And please, let others, who want to make a difference in our community, know that a contribution to United Way is a great way to create real and lasting change, right here in Anchorage.

As always, if you have any questions about our United Way efforts, please feel free to give me a call personally or call our Employee Campaign Coordinator (ECC NAME) at (ECC PHONE). I thank you in advance for your generous investment in your community.

Sincerely,
Chief Executive Officer / President