

Sample Letter

Please use this sample letter as a basis for a letter from your CEO, a joint CEO & Union President letter, letter to Retirees, or to present, past or potential Leadership donors. You will want to produce this letter on your company letterhead and tailor it to suit your organizational and campaign needs.

SUBJECT LINE:

Success depends on all of us.

Dear xxx:

Thank you for considering supporting United Way of Garfield County. Here are seven reasons why I support our local United Way.

1. United Way of Garfield County's mission is to help ordinary people to make an extraordinary difference by assisting those most in need throughout our communities.
2. United Way of Garfield County is Local. Your contribution stays local to help many fine organizations right here in our region. They are not sent off to a national headquarters and spread across the country. Every dollar donated is used here in Garfield County.
3. Convenience. Giving to United Way is an efficient and convenient way to show your concern about the needs in our area. Instead of sending donations to several organizations, you simply write one check and we disburse the funds to many qualifying charities in the area.
4. Assurance. United Way maximize the effectiveness of your contribution. They carefully screen all the charities they work with to make sure they're effectively fulfilling their stated mission and purpose to help others, so you'll know that your donation will produce results.
5. Impact. Your generosity has even greater impact when facilitated by United Way. Your gift is combined with contributions from many others so they can provide significant grants of up to \$5,000 to qualified charitable organizations. Often these grants are used to launch new programs or services, so you'll be helping to create new ways of meeting needs in our area.
6. Efficiency. United Way's overhead is minimal. With only one full-time one employee, more of your contribution goes directly to the organizations that are helping others in our region.
7. Accountability. Verification ensures results. United Way follows up to make sure that charities use the funding they receive in the ways they said they would, so you'll have confidence from start to finish when you make a contribution.

Please take a moment now to complete your pledge form. Donors like you make everything possible. Thank you.

Sincerely,

(NAME)