



**LIVE UNITED™**

*Sample Letters*

# CEO Ask Letter to Employees (Option 1)

<insert date>

Dear <insert employee name>,

During the next few weeks, you will be hearing a great deal about our local United Way. **United Way of Central Florida** recruits people and organizations from across the community to bring passion, expertise and commitment to get things done. By focusing on the building blocks for a good quality of life — **education, income, and health** — United Way is **strengthening communities** and opportunities for all who live there.

Please take time this year to learn more about how United Way is **advancing the common good** and join me and many other employees who **LIVE UNITED**. There is a lot you can do. You can give, you can advocate, and you can volunteer.

An explanation of United Way's work and a pledge form is attached (or pledge online with instructions). Plus, over the next few weeks, you will have many opportunities to hear and learn more about **the difference United Way makes** in our community. Please join me in supporting United Way.

Thank you.

<insert name of CEO>

# CEO Ask Letter to Employees (Option 2)

<insert date>

Dear <insert employee name>,

At <insert company name>, we've always been about **helping others and strengthening the community**. Now our commitment is even more important. Soon you'll have the opportunity to show how much you care by supporting the annual United Way campaign. United Way **advances the common good by creating opportunities for a better life for all**. Your donation, no matter what the amount, makes a difference and is vitally important.

With one gift to United Way, you will touch the lives of many individuals and families. **When we reach out a hand to one, we influence the condition of all**. We all win when a child has a head start on quality **education** that leads to success in future jobs, when individuals have enough **income** to support a family through retirement, and when we all enjoy good **health**.

These results and changes have benefits that ripple out to the community as a whole, helping others and strengthening the community. Now, more than ever, your gift goes further with United Way.

We will be kicking off our Way of Central Florida workplace campaign on <insert date>. Our campaign team has put together a series of great events for us to support. Let's make this the most successful campaign ever!

Please join me in giving to United Way and complete the enclosed contribution form (or pledge online with instructions). Remember you can **give**, you can **advocate** and you can **volunteer**. That's what it means to **LIVE UNITED**.

If you have any questions about the campaign, please contact <insert employee campaign coordinator name(s) and contact information>.

Sincerely,

<insert name of CEO>

# CEO Ask Letter to Employees who previously donated (Option 3)

<insert date>

Dear <insert employee name>,

Thank you for your generous donation last year as a <insert company name> employee.

Way of Central Florida recruits people and organizations who bring **the passion, expertise and resources needed to get things done**. Last year, your gift was combined with others to help **advance the common good** by creating opportunities for a better life for all.

Our company's 2011 United Way campaign will begin on <insert date>. During the campaign, you will hear more about the **impact** United Way is making in **helping families** move from barely surviving to succeeding.

For **over 30 years**, United Way of Central Florida has been the **trusted leader mobilizing resources** to address the community's most pressing issues, resulting in solutions that create **measurable progress**. Your donation allows United Way to continue to strategically focus on — **education, income and health** — the building blocks for a good life.

Each of us can share something, so please **join me in making a generous gift** to United Way. I invite you to connect with <insert employee campaign coordinator name(s) and contact information> to take an agency tour, volunteer and get more involved with our company campaign.

Your **gift**, your **voice** and your **talent** are unique and important. When you share these with others, you exemplify what it means to **LIVE UNITED**.

Sincerely,

<insert name of CEO>

# CEO Ask Letter to Current/Potential Leadership Giver

<insert date>

Dear <insert employee name>,

As part of this great community, we as individuals—and collectively as an organization—share a responsibility for the future of our society. And by exercising compassion for our neighbors we will build a foundation for prosperity while inspiring others to stand up and make a difference.

This is why I give to United Way. Its work is bringing people and community resources together to address the most pressing issues we face today. Through partnerships with public and private institutions, United Way is targeting the root causes of social issues to effect real and lasting change.

But the challenges we face as a community are significant. Did you know that 32% of adults in Polk, Hardee and Highlands Counties have no health insurance and over 60% of children in Polk County Schools qualify for free and reduced meals? There is a widening gap that separates the “haves” and “have-nots,” but you can help.

All the more reason why your leadership-level gift of at least \$1,000 is especially important. Your contribution to United Way touches the lives of so many by focusing on the building blocks for a good life: education, income and health. Together, we can help children and families throughout the region achieve their full potential and lead healthy, productive lives.

Also, <<by giving/continuing to give>> at the leadership level, you <<will become/ will remain >> part of United Way of Central Florida’s Leadership Giving Association, a dedicated group of civic-minded philanthropists, community and business leaders, and volunteers more than 1,000 members strong.

I believe strongly in our commitment to the community, and I hope you will also get involved in our mission to make a difference by giving to United Way. If you can, please make sure you attend the upcoming campaign events, and please contact our employee campaign coordinator with any questions or if you would like more information.

Thank you for your time.

Sincerely,

<insert name of CEO>

# Ask Letter to Retiree

<insert date>

Dear <insert retiree name>,

As part of this great community, we as individuals—and collectively as an organization—share a responsibility to safeguard the strength and stability of our society. And by exercising compassion for our neighbors, we will build a foundation for prosperity while inspiring others to stand up and make a difference.

This is why I give to United Way. Its work is bringing people and community resources together to address the most pressing issues we face today. Through partnerships with public and private institutions, United Way is targeting the root causes of social issues to effect real and lasting change.

But the challenges we face as a community are significant. Did you know that 32% of adults in Polk, Hardee and Highlands Counties have no health insurance? More than 60% of children in Polk County Schools qualify for free and reduced meals and 35% of adults in Central Florida did not graduate high school. There is a widening gap that separates the “haves” and “have-nots,” but you can help.

Your contribution to United Way of Central Florida touches the lives of so many by focusing on the building blocks for a better life: education, income and health. Together, we can help children and families throughout Polk, Hardee and Highlands Counties achieve their full potential and lead healthy, productive lives.

Thank you for your time. I believe strongly in our commitment to the community, and I hope you will also get involved in our mission to make a difference by giving to United Way. You can also visit [uwcf.org](http://uwcf.org) or contact our employee campaign coordinator to learn how to get involved as a volunteer.

Sincerely,

<insert name of Company representative>

# CEO Thank You Letter (Option 1)

<insert date>

Dear <insert employee name>,

Thank you for your 2011 gift to United Way of Central Florida. Your contribution will help make the community stronger and shows the real spirit of living united. The generosity of our employees will enable United Way help thousands of children and families to achieve their full potential and lead, healthy productive lives.

Through your participation in our company's campaign, you have helped unite us in our effort to make a real and lasting difference in the community. Your gift brings hope and opportunity to the lives of thousands in Polk, Hardee and Highlands Counties.

Your tremendous spirit and compassion for our neighbors empowers us to accomplish great things together. On behalf of United Way of Central Florida, thank you for your generous support and investment in building a brighter future for all of us.

Sincerely,

<insert name of CEO>

# CEO Thank You Letter (Option 2)

<insert date>

Dear <insert employee name>,

Your teamwork proves that when we work together, we win together. And, together with United Way of Central Florida, we can accomplish more than any single group can on its own. Thanks for helping make our United Way fundraising campaign a success. Because of you, our community is stronger and thousands of lives are improved across Polk, Hardee and Highlands Counties.

I sincerely appreciate your commitment – but it is those who are helped through United Way who are indeed grateful.

Congratulations on a great 2011 fundraising campaign and thank you for your kindness and compassion.

Sincerely,

<insert name of CEO>

# Letter to New Company

<insert date>

Dear <insert CEO name>.

Welcome to <insert city name>.

I would also welcome the opportunity to introduce you to United Way of Central Florida, which works to improve lives in Polk, Highlands and Hardee counties through its agenda focused on **Education, Income and Health**.

United Way has had a presence in Polk County for over 50 years providing a wide range of community services through its partner agencies. Last year, United Way raised more than \$8 million to improve lives. Our community investment process mobilized more than 200 volunteers from area businesses to spend hours visiting the programs that United Way funds. Annually, the volunteers review the budgets and programs to determine where the dollars are most critically needed. All decisions related to this organization are made by local people and, as a result, investing with United Way is the best way to have the greatest local impact.

I would like to share more with you about our service to our community and how we maximize the impact of your community involvement like no other single organization. I will be calling you soon to schedule a convenient time to do so.

The enclosed information provides a summary of the activities of your local United Way. You will notice that our list of corporate participants includes the leading businesses in the area.

Sincerely,

<insert name of United Way representative>

# Letter to Vendor

<insert date>

«Vendor\_name»

«Address\_block»

«City», «StateProvince» «ZIPPost\_code»

Dear <insert company officer name>,

The United Way of Central Florida greatly appreciates our continued relationship with **(insert business name)**. We are working to advance the common good in our community by focusing on helping children and young people achieve their potential, promoting financial stability and independence, and improving peoples' health.

People from all across our community -- government, business, faith groups, non-profits, the labor movement and citizens -- join together to tackle the issues. It takes everyone in the community working together to create a brighter future. When a child succeeds in school, when a family becomes financially stable, when people have good health -- we all win.

Your involvement is essential to addressing these key social issues and changing them. Show your community that your organization is part of the change and support the United Way with a corporate gift. The generosity of our donors allows us to do business with you and continue to improve lives.

The United Way of Central Florida will be contacting you within the next two weeks to discuss a corporate gift or a workplace campaign. If you would like to contact us, please call <insert name of United Way representative> at 863-648-1500. Thank you for your consideration, as we work to create lasting changes in our community.  
**LIVE UNITED.**

Sincerely,

<insert name of United Way representative>