

SAMPLE CEO LETTER



United Way
of Florence County

Dear Employees,

Every year (Your Company's Name) gives each of us the opportunity to participate in one of the best ways to make a difference in our community – our local United Way campaign. For 65 years now, the United Way of Florence County has been working hard to address critical needs in the community by financially supporting seventeen local non-profit agencies through their annual campaign. These agencies are providing a wide variety of services such as assisting children, supporting education, aiding in crisis situations, and helping families through difficult times. Many of these services would not be available without the United Way of Florence County and donors like you.

Here at (Your Company's Name) we all are very fortunate to have jobs that provide good benefits and the ability to meet our needs. Sadly, many of our neighbors are not so fortunate and lack many of the basic needs we might take for granted. Basic needs such as food on the table, a roof over our heads, a safe place for our children to go after school, access to healthcare, and even the ability to read and write. When you donate to the United Way of Florence County, your donation stays here in Florence County to help our neighbors, our co-workers, our friends, our family members, and anyone else who may be in need.

If you have not donated to United Way before, I strongly encourage you to give to this year's campaign. If you are someone who has supported the United Way before or for many years, I ask you to consider increasing your gift or giving Love Share (one hour pay per month) to provide even more help and services to those in need in Florence County.

At (Your Company's Name), we pride ourselves on caring about our community. That is why we support the United Way of Florence County. Not only is it the right thing to do, but it is the best way to change lives and make this a wonderful community to call home. Let us all come together and make a commitment to LIVE, GIVE, HELP LOCAL this year through our giving generosity.

Sincerely,

(Your CEO's Name)