

## Sample Campaign Kick off letter from CEO

We at (name of organization) have enjoyed a strong partnership with United Way and I thank you for your support through our workplace campaign.

United Way is in the business of advancing the common good ...their goal is to create long-lasting changes by addressing the underlying causes of problems. But to solve problems we have to work together. And that's what United Way does – it unites us.

United Way is *your* connection to *your* community; ... they focus our collective time, talents and resources to solve problems – and together we help a lot of people who need it.

Studies show the three critical building blocks to achieve success in life are: education, health and income. So that's where United Way focuses its efforts.

**Education** – helping children stay in school...

**Income** – promoting financial stability ...

**Health** – improving people's health...

United Way is in the unique position of being able to connect people through giving, volunteering and advocating to make a difference in our community. That's why we ask you to "Live United" and:

- Give – it's easy to do through payroll deductions.
- Advocate – tell people why you give to United Way.
- Volunteer - there are countless opportunities and the needs are tremendous.

Please give generously to United Way. Thank you.

Sincerely,

(CEO/Presidents name)