

Dear [name]:

Welcome to [name of company]! We recognize the importance of the work you will do to make [name of company] a better [company/organization], and we want you to know that you have joined an organization that cares about your future. We appreciate the positive impact you will make as a member of the [name of company] team. Our [company/organization] also cares about the future of the community in which we live and work. We encourage you to join your coworkers as we extend a hand to one and influence all of us through the United Way.

We here at [name of company] believe that as our neighborhoods improve, each of us benefits from those advancements. We all benefit from a better Coastal Bend and that is the mission of United Way in our community. Last year, we raised [\$X,XXX] to help United Way positively influence individuals and families in our community. This year, United Way invites each of us to LIVE UNITED as we give, advocate and volunteer to create a better community.

No organization does more for kids, families, seniors, you and me, than United Way. For 75 years, United Way has been the leader and trusted partner in improving lives, tackling key social issues that are the building blocks for a good life. Throughout the year, United Way of the Coastal Bend identifies the most pressing needs in our community, and supports the most effective programs designed to meet those needs. Results of these programs are monitored, measured and documented, so you can be confident you have made the best choice for your philanthropic investment.

Please join me in making a generous gift to United Way. Let your United Way Employee Campaign Coordinator know if you would like to take an agency tour, volunteer or get more involved with our campaign

Once again, welcome to [name of company]. Together, we will continue to build a great [company/organization] and through our partnership with United Way, we will raise the quality of life for our entire community. Together, we can LIVE UNITED.

Sincerely,

CEO