

Dear [name]:

At the core of every successful endeavor are generous and caring individuals like you who provide extraordinary leadership and support. You continually establish a powerful example for others to follow, and I am counting on you to do that again as our 2011 United Way campaign gets under way.

For 75 years United Way has been the leader and trusted partner in improving lives, tackling key community social issues, and making a lasting impact. Nobody does more for kids, families and seniors in our community than United Way.

Our United Way campaign will take place during the next few weeks. This year's theme is LIVE UNITED. I am asking you to unite with me to support United Way with a Leadership-level gift of more than [\$insert leadership amount here] a year. Currently, [Name of Company] has more than [insert number] Leadership Givers and we hope you will join us in making that commitment.

As a [Leadership] Donor myself, I know my gift allows United Way of the Coastal Bend to target community needs centered around the building blocks for a good life: a quality education that leads to stable employment, sufficient income to support a family through retirement, and good health.

If you are interested in doing something that really sets you apart, please consider making a Leadership contribution to United Way. You not only help shape the future of our community, you set the example for others to follow. Thank you for supporting United Way. Thank you for showing others in our community what it means to **LIVE UNITED**.

Sincerely,

CEO or Leadership Giving Chair