

Dear [name]:

There is an extraordinary organization in our area that works to create a better life for our co-workers, friends and neighbors, plus thousands of children, seniors and families we will never meet. The organization is the United Way and for 75 years this premiere charitable organization has supported diverse programs that address the region's most pressing health and human service needs. That is why we at [name of company] support United Way.

As a [Team Leader], I am your source for information, and will be able to answer questions you have about United Way and this year's campaign. The first thing I can tell you is that in 2010, employees at [name of company] raised [\$X,XXX] to advance the common good in our community by investing in programs that address our communities most critical needs.

This year, we hope to do even more. The 2011 United Way campaign is an opportunity for each of us to LIVE UNITED. We LIVE UNITED when we give, advocate and volunteer to help others. During the next few weeks, you will hear all about the United Way mission and its approach to assessing and addressing the priority needs of our community. Please let me know if you would like to take an agency tour, volunteer or get more involved with the campaign.

Please join me in making a generous gift to United Way. Your support allows us all to stand together – UNITED.

Sincerely,

Campaign Committee/Team Leader