

SAMPLE CAMPAIGN ENDORSEMENT LETTERS



CEO/Management - CAMPAIGN ENDORSEMENT LETTER 1

Dear (Employee's Name),

This year's United Way campaign will kick off at (Company's Name) on (Date), (Coordinator's Name or the Campaign Committee) has been chosen as our employee campaign coordinator and has added new and exciting dimensions to this year's drive. United Way Regina has always had the full support and commitment of (Company Name), and I am looking forward to this year's campaign with enthusiasm.

During the week of (Date), a meeting will be scheduled to better inform you of the services available through United Way agencies and to answer any questions you may have. I look forward to seeing you there. Thank you for helping (Company Name) Show Our Local Love!

Sincerely,
(CEO / Manager)

CEO/Management – CAMPAIGN ENDORSEMENT LETTER 2

Dear Employee,

As CEO of (Company), I am very proud of our company and its employees for helping to make our community better.

One way we do this is through our participation in the annual United Way campaign. United Way Regina offers everyone an opportunity to help others with the confidence that dollars contributed are well spent right here in our community.

In addition to our corporate gift, (Company) also supports an employee campaign. Our company believes in the effectiveness, efficiency and accountability of our local United Way. That is why we provide the time and opportunity for our employees to learn about the services funded by United Way, so that they can make an informed giving decision. We also offer payroll deduction to enable you to give as generously as possible without greatly impacting your family's budget. We do this because our community's needs are great and we believe that everyone has a stake in making it a better place to live.

Please give serious consideration to this opportunity to be a part of something that helps so many. The dates of our company's campaign are (Dates). Our employee campaign coordinator is (Name). Please give him/her and the campaign committee your support. Thank you for helping (Company Name) Show Our Local Love!

Sincerely,
(CEO / Manager)

CEO/Manager - Campaign ENDORSEMENT LETTER 3

Dear Employee,

Please mark (Date) on your calendar and join our team to help kick-off (Company)'s annual United Way campaign.

At (Company), we believe that giving is a personal choice. That's why we commit the time and resources to give you the opportunity of find out more about United Way Regina. All we ask is that you open your heart and your mind in order to make an informed giving decision. We look forward to addressing your questions at the company kick-off.

(Company) and United Way Regina have worked together as a team for years to help provide the basic health and human services to our friends and neighbors in need. One of the many advantages of giving to United Way is the assurance that your contribution is used in the most effective way possible in our community. United Way keeps administrative costs to a minimum and bases funding decisions after a thorough review of each agency's budgets and programs. United Way is helping where help is needed most!

Plus, please remember that (Company) offers employees the convenience of giving through payroll deduction. (Describe how many pay periods per year, when payroll deduction starts, etc...) This makes contributing to United Way a little bit easier and more convenient for all of us.

When one of our campaign volunteers approaches you to ask for a contribution, please be generous. United Way is the best opportunity we have to keep our community strong and healthy. Thank you in advance for your consideration, and for helping (Company Name) Show Our Local Love!

Sincerely,
(CEO / Manager)