CEO Endorsement Letter for Leadership Giving Campaigns

Dear *(Employee’s name)*:

At *(Organization’s name),* we care about the community where we live and work. This means a commitment to being a good neighbor and caring about each other, particularly in times like these when many are in greater need.

Each of us has the opportunity to demonstrate our leadership and community spirit through *(Company’s Name)*’s United Way annual campaign. United Way of Coastal Carolina supports a vital network of health and human services through its 14 agency partners, which help individuals, families and seniors live stronger lives. Additionally, United Way responds to our community’s immediate needs, as well as focuses on long-term issues, through strategic initiatives.

I am proud of the ongoing support our employees provide to United Way, and I am very pleased that *(number)* *(Company Name)* employees contribute at the Leadership Level by donating an annual gift of $300 or more. The dedication and generosity of each Leadership Giver serves as a strong foundation for United Way to advance its work and help those most in need. I ask you to consider becoming a new Leadership Giver, or renewing your leadership gift commitment to this year’s campaign. My personal belief is that it’s important to give back, and I choose to give back to the community through an organization I strongly believe in - - United Way of Coastal Carolina.

Our Leadership Giving United Way campaign will be led by (*name of Coordi*nator) and is scheduled to kick-off on (*date*). Please remember that your support is greatly needed in our community. Your thoughtful consideration in contributing at the leadership level is valued.

Thank you for demonstrating a strong sense of leadership and commitment. Giving to United Way is giving that does the most good, and united, we make the difference in the lives of many.

Sincerely,

(*CEO Name and Signature*)