



United Way
of Clinton County, Iowa

Sample Campaign Letter from Organization Leader

Dear (Employee Name):

At (Company Name), we have earned the reputation for caring for the communities where we work, live and play. Every year, we get the opportunity to demonstrate that community spirit and leadership through giving to the annual United Way campaign.

Please join me in supporting this year's effort by contributing as generously as you are able. Through our payroll deduction plan, you have a convenient and easy way to make your contribution in one payment or over the course of a year. A dollar a week is not even the cost of a weekly soda or coffee and does so much good!

Thousands of individuals throughout the area support United Way of Clinton County, Iowa. This broad support, coupled with the fact that the money stays local, is what makes this opportunity to give unique. Your support over the years has given a hand up, not a hand out, to friends, families, neighbors and co-workers in their time of need. THANK YOU.

Wouldn't it be wonderful if all of our employees gave a contribution? Please join me in supporting this year's annual United Way campaign by contributing as generously as you are able. Together, we can change lives in our communities.

Sincerely,

(CEO/Senior Management name and signature)