



United Way
of Clinton County, Iowa

Sample Campaign Letter for Leadership Giving

Dear (Employee Name):

Leadership is all about stepping forward and sharing special skills you have with others. Here at (Company Name) leadership also takes the form of offering major support in the community.

United Way is a great way to give to your community, create lasting change, and provide a hand up to friends, family, neighbors, and co-workers for a good life focused on health, education, and financial stability. I encourage you to make a leadership gift to this worthwhile organization through our workplace campaign.

Leadership Giving begins with as little as \$250 annually. Through 2015, the United Way of Clinton County, Iowa raised more than \$640,000 with the goal of creating positive, sustainable change in our community. Through collaboration and partnerships with over 20 programs, United Way led the charge and touched the lives of thousands of men, women, and children.

Last year we raised \$XXXX to help our neighbors. This year, I hope to do better and I strongly encourage you to continue giving at the leadership level, if you are already committed. If you are new to the idea, please seriously consider stepping up to being a leadership donor.

Sincerely,

(CEO/Senior Management name and signature)