

SAMPLE LETTERS

The following are sample letters to be used by your CEO, labor leader, or campaign manager throughout your United Way Campaign. If you prefer to write your own, we encourage you to do so. These can help you get started.

Sample letter from CEO or campaign manager asking for support

Dear (employee name),

During the next few weeks, you will be hearing a great deal about our local United Way. They recruit people and organizations from across the community to bring their passion, expertise, and commitment to get things done. By focusing on the building blocks for a good life – education, income, and health – United Way is strengthening communities and opportunities for all who live here. We at (insert company name) know everyone has to do their part to make (city or county) a great place to live and work. That's why we're proud to support United Way of Greater Toledo's work by... (Raising x dollars – running a campaign)

As an employee of (company name), you can make a difference – all with the convenience of payroll deduction. Please take time this year to learn more about how United Way is advancing the common good and join me and many other employees who LIVE UNITED. To view hundreds of volunteer opportunities, visit www.unitedwaytoledo.org/volunteer. You can also give your voice. To view ways to speak out on the issues that matter most, visit www.unitedwaytoledo.org/advocate. There is a lot you can do. You can give, you can advocate, and you can volunteer.

An explanation of United Way's work and a pledge form is attached. In addition, over the next few weeks you will have many opportunities to hear and learn more about the difference United Way makes in our community. Please join me in supporting United Way and making our community a better place. Because together we can accomplish more than any of us could alone.

Thank you,

[CEO]

Sample letter from labor leader asking for support

Dear (union worker),

As members of organized labor, we know how important it is for each of us to do our part to make (city or county) a great place to live and work. That's why (union name) is a proud supporter of United Way of Greater Toledo and has committed to [enter commitment.]

Even in times of economic distress, our people have joined forces with others to advance the common good. As a result, we are making great strides in reaching our shared goals to improve education, income, and health—the building blocks of a quality life. United Way is strengthening communities and opportunities for all who live here and ensuring union members and their families have access to essential services like food and shelter.

As a union worker, you can make a difference. I urge you to look at the attached brochure and appreciate how United Way is bringing together people and organizations from across the community with passion and expertise to get things done. Please dig deep and make a generous gift through our payroll deduction plan to help support this critical work.

It takes all of us, working together, to make a difference. That's what it means to LIVE UNITED.

Sincerely,

Labor representative

Sample message for e-pledge introduction



Dear (employee name),

At (company name), we know the difference we can make by pulling together and reaching out a hand to get things done. That's why as a company we're hoping to raise (company goal) for United Way of Greater Toledo. United Way recruits people and organizations with the passion, expertise, and resources needed to make a real difference in our community.

But it cannot be done alone. Thanks to payroll deduction and e-pledge, it has never been easier for you to contribute to this community effort. With a few clicks of a mouse you can make sure everyone has the building blocks we all need for a good life: education, income, and health. And whether you give a little or a lot, your United Way contribution will help advance the common good of our community and create better opportunities for all.

I invite you to visit United Way's website at www.unitedwaytoledo.org to learn more about the great work United Way is doing in our community. It takes all of us, working together, to make a difference. You can give, you can advocate, and you can volunteer.

Sincerely,
[labor leader]

Sample thank you letter

Dear (employee name),

Thank you for supporting our annual United Way workplace campaign. Your generosity creates lasting change in the lives of people living right here in [city or county]. And that is something to feel good about.

Because of gifts like yours [and those of other union members], [company name] was able to contribute a total of \$_____ to United Way and our community. This investment will help United Way address the underlying causes of our community's most pressing issues in education, income, and health—the building blocks for a quality life.

I share your passion and applaud you for helping advance the common good of our community. On behalf of everyone at [company name], thank you for doing your part to build a stronger community.

Remember, there are other ways you can get involved with United Way throughout the year. Visit www.unitedwaytoledo.org/volunteer to view opportunities to share your time, passion, and expertise volunteering. Or, visit www.unitedwaytoledo.org/advocate to view ways to give your voice to issues that matter in our community.

Sincerely,
[CEO, labor leader, or campaign manager]

Sample retiree letter

Dear Fellow Retiree:

(Company) employees and retirees have a rich tradition of giving back and actively working to improve our community. With our help, United Way is advancing the common good in education, income, and health, creating opportunities for a better life for all.

That's why we are inviting you to join us. People like you with passion, expertise, and resources, are needed to get things done. There are many ways for you to get involved. You can **give** by making a financial contribution on the enclosed pledge card to ensure everyone in our community has the building blocks to a good life. You can **advocate** by supporting issues that matter in our community. Or, you can **volunteer** by calling the United Way *Volunteer Center* at 419-244-3063 to find an opportunity suited to your interests to make a difference.

Thank you for the passion you have for our community. If you have any questions, please contact (Employee Name) at (Company) (Company Phone Number). Together, we can create a brighter future.

Sincerely,