

Sample Letters

Below are sample letters you can use to help promote your workplace campaign.

CEO SAMPLE ENDORSEMENT LETTER 1

Dear (Employee's First Name),

Our (YEAR) United Way campaign will kick off on (Date), (Coordinator's Name or the Campaign Committee) has been chosen to organize our campaign this year. The Heart of Illinois United Way has always had the full support and commitment of (Organization Name), and I hope all of you are looking forward to this year's campaign with enthusiasm.

During the week of (Date)/On (Date), a meeting will be scheduled to better inform you of the services available through United Way agencies ... along with information about the Heart of Illinois 2-1-1 information and referral service. This is a great opportunity to have any questions you may have answered. I look forward to seeing you there. Thank you for helping (Organization Name) Live United!

Sincerely,
(CEO / Manager)

CEO SAMPLE ENDORSEMENT LETTER 2

Dear (Employee's First Name),

As CEO/Manager of (Organization Name), I am very proud of you and our organization for making central Illinois a better place to live, work and raise a family.

One way we do this is through our participation in the annual United Way campaign. By mobilizing people and resources to make a positive impact on the areas of education, income and health, Heart of Illinois United Way funded programs are truly changing peoples' lives right here at home.

In addition to our corporate gift, (Organization) also supports an employee workplace campaign. (Organization Name) believes in the effectiveness, efficiency and accountability of the Heart of Illinois 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. A quality education helps children and adults achieve success, financial stability increases independence and access to

healthcare promotes wellness at all ages. And the Heart of Illinois 2-1-1 information and referral line refers people in need to vital and health and social services 24-hours a day, 7-days a week.

Please give serious consideration to this opportunity to be a part of something that helps so many. Our campaign will be held (Dates) and your employee campaign coordinator is (Name). Please give him/her and the campaign committee your support. Thank you for helping (Organization Name) Live United!

Sincerely,
(CEO / Manager)

SAMPLE KICKOFF ANNOUNCEMENT

Dear (Employee's First Name),

Please mark (Date) on your calendar as the kickoff for (Organization Name's) annual United Way campaign. Your Employee Campaign Coordinator (Name) has put together a series of fun and exciting events for us support.

(Organization Name) cares deeply about our community and the quality of life that makes the central Illinois unique. The Heart of Illinois United Way focuses on supporting the areas of education, income and health ... the building blocks of a safe and stable life.

Through our contributions, we can make sure help is there for families, co-workers and friends. I believe supporting the Heart of Illinois United Way is the best way to give back to our community while making the greatest, positive impact.

(Organization Name) is proud to support The Heart of Illinois United Way. See you all at the kickoff.

Sincerely,
(CEO/Manager)