



SAMPLE CEO Endorsement Letter

Dear (Employee Name),

For more than 50 years, United Way of Anchorage has been a force for change in our community. It was (_____ years) that our company conducted its first United Way campaign. Since then, our commitment and support for this organization and the work they do has grown. We believe that supporting United Way is the most powerful way to create real and lasting change in Anchorage.

If you really want to make a difference, United Way can help you. Your United Way contribution is an investment in your community. Your investment advances the common good by focusing on education, income and health. These are the building blocks for a better life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

Take time to learn more about how United Way creates lasting change in people's lives and the community. Visit United Way's website at LIVEUNITEDANCHORAGE.org and talk to our Employee Campaign Coordinator. Learn how, by investing in education, income and health, we improve the quality of life for all who live, work and play here.

I have made my pledge to United Way and I hope that you will join with me and do the same. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to LIVE UNITED.

Sincerely,

Company President