



## SAMPLE Leadership Campaign Letter

Dear (Employee Name),

(COMPANY's) annual United Way Campaign will kickoff next week. And as many of you know, I am a strong supporter of the United Way and the results they are able to achieve with our support.

United Way of Anchorage has been a force for change for more than 50 years. For the past (how many company years) years, (OUR COMPANY) has been integral in improving lives and building a stronger community with United Way. By investing in programs, services and cutting-edge strategies, United Way advances the common good in education, income and health.

Last year, (COMPANY) employees pledged a record amount of \$ (LAST YEAR'S DOLLARS RAISED). This year, I'd like to see the same level of generosity but I'd also like to raise the bar for participation, with the hope of reaching (**PARTICIPATION GOAL**) participation from our employees.

As a leader in this company, you have the opportunity to set the pace, start our campaign on solid footing, and change lives for the better. I ask each of you to step up by giving at one of the Leadership Levels. Please take this opportunity to demonstrate your community involvement and your commitment with a leadership gift to the United Way. The minimum leadership gift is \$1,000 or about \$20 per week (*recalculate this \$ figure depending upon how many pay periods your company has*).

If you've already been giving at the Leadership Level, I ask you to continue your generosity and consider moving up to the next level. And please, let others who want to make a difference in our community know that a contribution to United Way is the best way to create real and lasting change in Anchorage.

As always, if you have any questions about our United Way efforts, feel free to give me a call personally or call our Employee Campaign Coordinator (ECC NAME) at (ECC PHONE). I thank you in advance for your generous investment in our community.

Sincerely,

Company President