PREVIOUS DONOR LETTER

Dear [First name],

Thank you for your generous contribution to United Way in last year’s campaign.

During the next few weeks, you will hear a lot about United Way of Central Iowa, and the important work it leads so that kids succeed in school, families become financially stable, and people lead healthier lives. Our company is proud to stand with United Way in the fight for a better life for everyone who calls our community “home.”

You are a powerful reason why, together, we helped thousands of central Iowans last year.

Please join me in learning more about how you and your colleagues can LIVE UNITED at our employee meeting [insert time and location of meeting].

We appreciate your support this year by completing the enclosed pledge form and returning it by [date]. This simple act can make a big impact on so many people right here in our community.

Thank you for raising your hand to join United Way’s important work this year.

Sincerely,

P.S. [COMPANY NAME] maximizes the impact of your donation by matching your United Way pledge [dollar for dollar].