PREVIOUS LEADERSHIP CONTRIBUTOR

Dear [First name],

Thank you for your extraordinarily 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 they lead 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.”

While our community faces challenging problems, United Way brings together the resources, innovation, passion, and hard work needed to tackle these issues at their roots. They lead our community toward achieving bold goals in education, income, and health – the building blocks to a good quality of life.

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 in this year’s campaign by completing the enclosed pledge form and returning it by [date]. We hope you will consider joining United Way’s Leadership Circle of donors, with a gift of $1,000 or more, again this year. Your gift can be combined with a spouse/partner and recognized as a joint contribution. This simple act can have a big impact on so many people right here in central Iowa.

Thank you for being the game-changer we need to make our community better.

Sincerely,

(CEO/ECC)

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