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, and the important work it leads in Polk, Warren, and Dallas Counties, so that kids succeed in school, families become financially stable, and all of us lead healthier lives. Our company is proud to stand with United Way to make the place we love better for everyone.

The major gift you made last year is having an important impact on thousands of lives right now. We invite you to learn more about the difference you are making through United Way at our employee meeting [insert time and location of meeting].

As you learn more, please think about what you fight for every day and how together we can have a bigger impact through United Way. With you, we can make sure our families, our coworkers, our neighbors and the people we meet as we go about our day have the support they need to thrive.

*Will answer the call for help in our community?*

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.

Thank you for being the impact-maker we need in the fight for the health, education, and financial stability of all central Iowans. I look forward to showing central Iowa that we at (COMPANY NAME) LIVE UNITED.

Sincerely,

(CEO/ECC)

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