POTENTIAL LEADERSHIP CONTRIBUTOR

Dear [First name],

As a leader at [Company Name], you make a significant difference in our organization every day. Today I’m writing to request your leadership in another way – as part of our effort to strengthen central Iowa.

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.”

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

The dollars you invest in United Way of Central Iowa directly address the needs in our community in the most cost effective way possible. They go to programs and initiatives that expert volunteers determine will have the most impact in meeting bold Goals for 2020 in Education, Income, and Health. And they go to an organization that has earned the highest four-star rating from Charity Navigator for the past 12 years.

Please complete the enclosed pledge form and return by [date]. We hope you will participate in our United Way campaign this year by joining United Way’s Leadership Circle of donors, with a gift of at least $1,000 or more. Your gift can be combined with a spouse/partner and recognized as a joint contribution. This simple act can make such a big difference to so many people right here in central Iowa.

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

Sincerely,

(CEO/ECC)

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