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 make the community we love better for everyone.

During the next few weeks, you will hear a lot about United Way of Central Iowa, and the important work they lead in Polk, Warren, and Dallas Counties, so that kids succeed in school, families become financially stable, and people lead healthier lives.

We invite you to learn more about the impact you and your colleagues can make 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, we can bring everyone in our community together to tackle the big problems we need to solve in a way no single organization or individual can achieve on its own.

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. You will give to an organization that has earned the highest four-start rating from Charity Navigator for the past 14 years.

Thank you for raising your hand and making an impact in the fight for the health, education, and financial stability of all central Iowans.

Sincerely,

(CEO/ECC)

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