NON CONTRIBUTOR/NEW EMPLOYEE

Dear [First name],

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.” We hope you will join us in our United Way campaign this year.

United Way brings together the passion, expertise, and commitment to get things done through efforts such as:

* Read to Succeed – a community-wide call to action to help central Iowa kids read proficiently by the end of third grade, the number one predictor of high school graduation.
* Bridges to Success – an initiative to help 10,000 central Iowa adults earn their high school equivalency diploma so they are on a path to financial stability.
* 5-2-1-0 – an effort to promote healthy habits with kids in environments such as child care centers, schools, and medical clinics.

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 fund 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.

You can learn more about United Way at our employee meeting [insert time and location of meeting]. I hope you will join me there.

Please complete the enclosed pledge form and return by [date]. This simple act can make a big difference for so many people right here in our community.

Thank you.

Sincerely,

(CEO/ECC)

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