NON CONTRIBUTOR/NEW EMPLOYEE

Dear [First name],

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.

We hope you will join us in our United Way campaign this year. You can learn more about the impact your donation will make 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 you answer the call for help in our community?*

We appreciate your support by completing the enclosed pledge form and returning it by [date].

The dollars you invest in United Way of Central Iowa directly address our community’s needs in the most cost-effective way possible, and they go to an organization that has earned the highest four-star rating from Charity Navigator for the past 14 years.

Thank you for raising your hand in the fight for the health, education, and financial stability of all central Iowans. I look forward to showing central Iowa that all of us at (COMPANY NAME) LIVE UNITED.

Thank you.

Sincerely,

(CEO/ECC)

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