LAPSED CONTRIBUTOR LETTER

Dear [Firstname],

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.”

Thank you for your past participation in United Way campaigns. We invite you to learn more about how your dollars can directly impact our community on [insert time and location of meeting].

The dollars you invest in United Way of Central Iowa 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.

Please complete the enclosed pledge form and return by [date]. This simple act can make such a big difference to so many people right here in central Iowa.

Thank you.

Sincerely,

(CEO/ECC)

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