DEPARTMENT, LOCATION, BUSINESS UNIT LETTER

Dear [First name],

Last year, we came together to support our community through United Way and I was very proud of what we were able to achieve.

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 team 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 [department, team, location, business unit] can LIVE UNITED at the department meeting [insert time and location of meeting]. Let’s be the impact-makers our organization needs to lead the way in this year’s campaign.

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

Thank you.

Sincerely,

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