DEPARTMENT, LOCATION, BUSINESS UNIT LETTER

Dear [First name],

Last year, we raised our hands and joined together to strengthen our community through United Way. I was very proud of what we were able to achieve for individuals in Polk, Warren, and Dallas Counties.

During the next few weeks, you will hear a lot about the important work United Way 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 to make the community we love better for everyone.

Please join me in learning about the impact our [department, team, location, business unit] is making through United Way at [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. United, we can tackle the big problems in our community in a way no single organization or individual can achieve on its own.

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 returning it by [date].

I look forward to showing our organization that all of us in (department, team, location, business unit) LIVE UNITED for the health, education, and financial stability of all central Iowans.

Thank you.

Sincerely,

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