#### Campaign Announcement from the CEO

Note: If you have employees who have been donating to United Way for more than 10 years, consider adding a special thank-you from the CEO for being Loyal Contributors.

SUBJECT: United Way Campaign

Dear [employee name]:

Please join me in supporting our annual United Way Giving Campaign. It is an opportunity for all of us to give to our community and become part of something bigger.

As you may know, United Way of North Central Iowa is a local nonprofit working to connect and strengthen community resources to inspire change in the lives of all north Iowans. We can join with them and together, we can become catalyst in creating positive change in the lives of local families.

As a [business/nonprofit/government agency] in [city name], we know that we can only succeed if our community succeeds. Yet too many families are struggling. Our support of United Way in the past has helped many people, and now’s the time to commit again. I know that together we have the power to create lasting change.

[Company name] is proud to be a United Way partner. We support United Way because we know that a stronger community is good for all of us and good for our business. And we know that our investment works, that it makes a difference.

When you give to the United Way, your donation will help knit our community together and build a stronger place for everyone. Your support goes where it's most needed to help children and families in north Iowa.

Our campaign will be kicking off on [insert date]. Last year [insert company name] and our employees donated [insert amount]. This year, we can do even better! I’ve made a personal commitment to participate in the campaign and increase my donation by [x percent – 16 percent is a great target] and I encourage you to do the same.

Please join me in giving generously to United Way to build a stronger community.

[Closing]

[CEO name]