# Encouragement to Give at Leadership Level from CEO

SUBJECT: Be a Leader in Our Community

Dear [name here],

[Company/organization name] has consistently demonstrated through our contributions our belief that an investment in United Way of North Central Iowa is an investment in the community. Not only has [Company/organization name] distinguished itself as a leader in our field, but also as a leader in caring for and giving back to our community.

We have an opportunity to lead by example again this year and participate in United Way's Leadership giving program. By giving an annual personal gift of $1000 or more (individually or in combination with a spouse or partner), you play a big role in breaking the cycle of poverty in our community.

Giving at the Leadership Level sends a clear message that you believe when we all work together big things can happen. United Way helps our home by:

* Bringing together people, organizations, businesses and more to create change.
* Investing in nonprofits that are creating impact in education, income stability and health.

I have personally committed to giving at the Leadership Level and this year I plan to increase my gift by [x% - 16% is a good target]. Please consider joining me to build a stronger north central Iowa.

Your decision to give to the campaign at any level is a personal one. Feel free to ask me any questions you have about leadership giving and why I support United Way. If you would like to know more about United Way you can also visit unitedwaynci.org.

Remember, pledge forms are due [date] to [Name].

[Closing]

[CEO name]